



# Member Activation

## Getting More Arrowmen to Push the Button

### Session Objectives

- **Explain** What member activation is and how to fight the decline in members being activated.
- **Demonstrate** Different ways to get members involved in OA events.
- **Guide** New members after the Ordeal and assist with their integration into the Order.
- **Enable** Current members to create thoughtful plans and strategies to activate new Ordeal members within 6 months of their induction.

**Session Length:** 50 Minutes

### Required Materials

- Flip chart and markers
- Computer
- Projector
- Scrap and pencils (one for each participant)

### Trainer Preparation

To make this session even more effective, research other strategies and plans that may be useful to the current audience in getting new ordeal members to their first event. To help minimize the current number of un-activated Arrowmen, we as trainers must understand that every lodge is different and their solution to the problem may be different than that of the lodge next door. Be able to customize the training to the area you are currently in. Also, if you are able to get the local activation data of the lodge(s) you are training, use it make the experience more personal.





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### Session Narrative

#### Introduction

3 Minutes

Begin the session by having everyone introduce themselves with the following information:

- Name
- Lodge
- How long have they been in the OA?
- What was their first OA event?

Once you have gone around and given everyone a chance to answer these questions start the session by asking why they are here. This question can be answered in many different ways but the goal is to have everyone get an understanding that they are here to learn more on activation and how they can improve it.

#### What is Member Activation?

5 Minutes

Before we can discuss how to improve our lodge's activation rate, we must first understand what activation is.

*Trainer Instructions:* Ask the group what they think member activation is and why it is important.

Member activation is when a newly inducted Arrowman attends their first OA event after their Ordeal. These events can be any of the following:

- Chapter Meeting
- Lodge Fellowship
- Winter Banquet
- Section Conclave
- NOAC
- Any OA affiliated event

*Trainer Instructions:* Make a list of these events that is visible to the group and get some suggestions from them as well. Save this list for future reference in the training.

When trying to get a member activated the size of the event doesn't matter. All that matters is getting a new member to attend their first event, to make them feel welcome and valued in our organization. Once a new member has experienced the Order of the Arrow and how tightly knit the brotherhood is, hopefully they will want to come back for more.

The newly inducted members can be activated at any time but it is suggested that the focus be on the first 6 months after the members ordeal. This time frame is the best chance to activate them because it is a fresh idea to the Arrowman and they are more willing to attend an event.





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Defining the Problem

10 Minutes

Now that we know what member activation is and why it is important, let's discuss why the rate is so low.

*Trainer Instructions:* Share with the group the current rate of decline in the Order of the Arrow (18%) and the current activation rate (10% to 20%).

Why is the activation rate so low and the current decline so high? There are 2 different categories that we could split this into: Internal and External. Internal reasons are those of the scout himself/herself on why they can't make it to an event. External reasons are those created knowingly or unknowingly by the lodge that cause scouts not to attend events. Both sets of reasons are equally the cause of these numbers and are equally important to address. Here are some examples of each:

### Internal Reasons

- Sports/ Other Extracurriculars
- School work
- No ride to and/or from events
- Financial reasons
- Scoutmaster or other troop leaders

### External Reasons

- Not enough information distributed (Marketing)
- Little to no adviser help
- Little to no youth leadership involvement
- A clique atmosphere
- Only work; no play mentality
- Very little variety in location, program and dates of events

*Trainer Instructions:* Create this list for class to see and ask if there is anything else that they think should be addressed as well. This is where that personal touch can be added. Also have the group rank the lists from most important to least worried.

### How Do We Solve the Problem?

20 Minutes

We will now split up into groups of 3-4 people and discuss some different solutions to the problems that we just outlined beforehand looking at primarily the top 3 problems you as a group decided. When coming up with solutions start with broad and vague solutions and then start getting more and more specific from there. Also think about how the lodge LEC would implement these ideas.

*Trainer Instructions:* Break the group up into smaller groups of ideally 3-4 people but it is at the trainer's discretion the size of the groups. After some time has passed bring the groups back together and have them share their ideas and their thought process for their ideas.





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### Sharing Best Practices

6 Minutes

Though every lodge is different in how they operate and how they respond to problems we would still like to share some best practices that other lodges have found to be effective and that can be easily replicated by others.

The first idea is having a new member party/festival after the ordeal ceremony is over. This will show the new members that there is a fun side to the OA and it's not just hard work and scant food. It is an opportunity to show that their work was appreciated and that their future service to the lodge and council will also be appreciated.

The second idea is hosting a new member dinner after the induction weekend. This would give the new Ordeal members something to look forward to after their ordeal and be an amazing opportunity for the LEC to network with the new youth and adults of the lodge and get to know one another a little better. This is also an opportune time to explain the ceremonies and the symbolism that went with them. This event can be the first memory for many that will hopefully lead to many more.

*Trainer Instructions:* This would be the best time to add any other best practices that you have or have found in your research before the training.

### Conclusion and Setting Goals

6 Minutes

As we conclude this training cell, we want you to bring back to your lodges what you learned here today to help increase the activation rate of your new members. Take the next two or three minutes and write down 3 goals that you have in helping your lodge and how you keep your LEC accountable in following through with their plans. Make sure to keep the goals SMART and practical.

*Trainer Instructions:* If there is time to review what SMART goals are please do so to inform those that do not know what that means.

Once you are done you are free to go and I am very glad that joined me today and gained the tools to help in the fight to increase membership in the Order of the Arrow!

