



Retention of New Members, Older Youth, and Adults: I've Been Inducted, Now What?

Session Length: 45 Minutes

Through this session, you will:

Explain

- Definition of Induction
- Definition of Activation

Demonstrate

- Give an example of Activation

Guide

- Discussions on importance of activation

Enable

- When they all go back to their home lodges or sections, they will have the tools and knowledge to have a positive impact on Membership Growth and future Membership Retention and will help the new members know what to do after they are inducted.

Learning Outcomes: [create a brief list of what participants should take away with them]

- State the definition of Inductions
- State the definition of Activation
- Bring examples of activation back to their lodge or section to have positive impacts on their membership growth and retention

Theme Connection:

The theme of NOAC 2018 is “Decide Your Destiny,” emphasizing the message that today’s decisions shape tomorrow’s reality. This session will relay this theme in the following ways:

- “I’ve been Inducted, now what?” relates directly to “Decide Your Destiny” because each Arrowman decides what kind of positive impact on the future of the OA with activating the new arrowmen

This session will help the ****Lodge/Chapter/Section**** with the Journey to Excellence Requirement(s): Item Number 2 (Membership Retention)

Required Materials: [tailor specifically for this session after the syllabus is done, e.g. handouts, flipcharts, projector, screen]

- Flipcharts / Dry Erase Board
- Projector



- Computer to connect with projector or permission to connect my computer to the projector

TRAINER PREPARATION

1. Have an understanding of the JTE requirements regarding membership, membership retention, and induction.
2. Have an understanding of activation when related to the Order of the Arrow.
3. Have an understanding of the induction processes for Ordeal and Brotherhood.
4. With the above two understanding, share how chapters, lodges, and sections can engage with candidates and new members to help them meet their personal goals and fulfill their promise of meeting the obligation

Session Narrative

Introduction **5 minutes**
 Briefly, introduce yourself and have each Arrowman introduce them (name and lodge)

What is Induction? **5 minutes**
 Ask the question of what an induction is. Answers may include:

- Being brought into an organization or group
- Completion of Ordeal
- Completion of Brotherhood

I've been Inducted, Now What? **5 minutes**
 Ask the question: What should the new member do after Induction?
 Answers should include the following:

- Attend a Lodge event (Fellowship, Pow-wow, Service Weekend)
- Go to Conclave
- Go to NOAC
- Participate in a Chapter Event
- Go to a Chapter Meeting

Slide Builds: Do anything within the OA to start making the OA a habit
 Slide Builds: **ACTIVATE THEM**



What is Activation

5 minutes

Activation occurs when that new Arrowman attends that arrowman's first event after the Ordeal. It can be any OA event:

- NOAC
- Conclave
- Service Weekend
- Fellowship weekend
- Chapter Event
- Chapter meeting

Why is Activation important?

10 minutes

Ask why completing activation is important. The answers should include:

Trainer Instructions: Write the answers on the dry erase board or the flip chart

- The

- candidates have been chosen, so, by definition, they are worthy
- Gets new members in the OA
- Gets new Brotherhood members in the OA

Having new members engaged in the chapter or lodge will help our organization continue to grow.

Can we impact Activation?

5 minutes

Ask "How can we have a NEGATIVE impact on Activation?". Answers may include:

- Ignore new candidates and new members ("We're the old guys in the club")
- Freak-out candidates and parents with "horror stories"
- Make Ordeal or Brotherhood Walk more than it really is
- Think about this: You've just been told that you are the best of the best and elected to a group that is HIGHLY selective. What's the first thing we do? "Go sleep alone in the woods; don't talk (or text); no food for you; and we have a lot of work for you to do." WOW. Kind of puts it into perspective. We can talk about all of these things in different ways to have a positive outcome.

How can we have a positive impact on activation?

10 minutes

Ask "How can we have a POSITIVE impact on activation?". Answers may include:

- Neemat program for Ordeal to Brotherhood conversion
- Welcome candidates AND candidate's parents
- Once we know that the candidates have been called out, reach out to new candidates (youth and adult) from the chapter and lodge level

Go into a discussion of "Details and Desserts" where the chapters invite candidates and parents to a chapter event. Lodge budgets \$100 per chapter to fund the event.

Trainer Instructions: Write the answers on the dry erase board or the flip chart

For 5 minutes, have them meet with someone who they do not know to exchange ideas of how they would include each of these items in their weekend events.



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Takeaway Challenge

3 minutes

Write a letter to your Lodge Chief or Adviser (or to yourself if you are one of the above) to ask that three of the above items (be extremely specific) could be incorporated into your induction processes and describe how you would do it.

Appendix: Resources and Source Material

- Inductions Portal, available online at <https://oa-bsa.org/resources/inductions>
- <https://oa-bsa.org/resources/ucl-support/journey-to-excellence>