



Communications Toolkit

A collection of resources and best practices for lodges and sections.



BOY SCOUTS OF AMERICA®
ORDER OF THE ARROW

Table of Contents

| | |
|--|-----------|
| Communications Essentials | 5 |
| Organizing a Team | 5 |
| Slack | 5 |
| Project Management Software | 5 |
| Centralized File Storage..... | 6 |
| Understanding Audiences | 6 |
| Leveraging Social Media | 8 |
| Overview | 8 |
| Instagram | 8 |
| Snapchat | 8 |
| Twitter | 9 |
| Facebook | 10 |
| Storyboarding | 10 |
| Tips | 11 |
| Sample Posts | 12 |
| Instagram | 12 |
| Twitter | 12 |
| Facebook..... | 13 |
| Website Creation | 14 |
| What You'll Need | 14 |
| A Website Host..... | 14 |
| A Domain Name | 14 |
| Important Content | 14 |
| Website Structure | 15 |
| Website Examples | 16 |
| Brand & Design | 17 |
| Basics of graphic design | 17 |
| White space is critical to good design | 18 |
| Minimal design is powerful | 18 |
| Choose typefaces that are easy to read | 18 |
| Consistency is key..... | 18 |
| Graphic Design tools: | 19 |
| eNews | 20 |
| Essential Items | 20 |
| A Campaign Management Tool..... | 20 |
| Access to Contact Information | 20 |
| Permission to Email Your Lodge Members..... | 20 |
| Creating a Campaign | 20 |
| Name your Campaign..... | 20 |

| | |
|---|-----------|
| Masthead | 21 |
| Articles..... | 22 |
| Best Practices | 22 |
| Frequency of Distribution..... | 22 |
| Subject Line | 22 |
| When to Send..... | 22 |
| Written Content | 23 |
| Content Subjects | 23 |
| Brainstorming phase | 23 |
| Narrowing Phase | 23 |
| Refining Phase | 23 |
| Scheduling Phase..... | 24 |
| Article Solicitation | 24 |
| Broad solicitation | 24 |
| Individual solicitation | 25 |
| Editing Practices | 25 |
| External Relations | 28 |
| Considerations for Media Engagement: | 28 |
| Understanding the Media in Your Community | 28 |
| Identify Key Media | 28 |
| Suggested Tools..... | 29 |





Introduction

This toolkit was developed by the national communications committee (NCC) to better support lodge and section communications needs. Lodges and sections around the country are faced with many hurdles when approaching effective communications and promotions, especially as the digital ecosystem evolves. The following documentation will outline best practices and helpful resources regarding internal communication, social media use, branding, graphic design, website development and maintenance, eNews (email campaigns), written content, and external media releases.

These best practices and resources are based on the NCC's experience managing the Order of the Arrow's media, including official OA social media accounts, OA brand assets, www.oa-bsa.org, email and print publications, and more. It is the goal of the NCC to share their knowledge, thereby enabling Arrowmen to support their lodge or section in a more impactful way.

The way in which each and every member communicates with fellow Arrowmen has the power to engage them in the Order of the Arrow. Each has the ability to inspire an Ordeal candidate or new member to get involved in the lodge with every word written for the lodge's newsletter. Each has the opportunity to engage those members who have disconnected from the OA. Each has the leverage to build a successful program, with high event attendance and a strong sense of brotherhood. This ability, this opportunity, this leverage, is what makes the Order of the Arrow stronger.

If you have any questions or concerns about the content of this toolkit, or have best practices of your own to share, please email the national communications committee at communications@oa-bsa.org.



Communications Essentials

Organizing a Team

To organize content for any audience takes coordination from a team of people, and is nearly impossible for one person to do alone. Having a dedicated group of people working on communications for your lodge or section will significantly improve your ability to share your message with your audience.

This being said, the people communicating outwardly with your lodge will need to find some way to communicate internally to collaborate on content creation. At the national level, multiple tools are used to help facilitate this internal communication.

Slack

If your team is organized into sub-teams that specialize in different areas such as social media, written content, or photography, then Slack could be a valuable tool for you. Slack is a channel-based communication platform that organizes members into topic specific chat rooms or channels with only those people who work in a given area.

For example, if you are a member who handles only written content, you would be in channels relating to the whole team for things like announcements or discussions, and a part of any channel relating to written content. The youth or adult overseeing the team would be in every channel for the group, so they know what is going on across the team.

Slack is a tool used frequently across the Order of the Arrow, but other tools exist that fulfill a similar role. Ryver, Microsoft Teams, GroupMe and RocketChat are all alternatives with their own strengths and weaknesses that make them better or worse fits for your team. Compare them with one another to see which one will work for you.

Project Management Software

For a communications group, or any team within your lodge or section, there are going to be many projects that require smaller tasks to complete. To visualize and plan through what all of these smaller tasks are, it is important to have some sort of project management tool in place. The easiest form of this is just a well made

spreadsheet that assigns tasks and deadlines to specific people and is available to all those involved. This can help with managing the creation of content, or the planning of an event.

Spreadsheets are the most accessible form of this, and can be very flexible, but don't have some functionalities that help move projects along effectively. Project management software tools can send email notifications as reminders, integrate into your internal communications platform, or automate approval processes. These functionalities aren't always necessary, but can be very helpful for overseeing a large, multifaceted problem.

Some examples of these software tools with links to their websites are:

- [Trello](#)
- [Asana](#)
- [Monday.com](#)
- [AirTable](#)

These platforms, and others, each have their own unique features that your team can compare to find which one is right for you.

Centralized File Storage

For your lodge or section, there are bound to be many files that people need access to. Rather than sending all of your files through email, you can use a service to have centralized file storage in the cloud. This will ensure that everyone in your team has access to files, and that they can be easily found by all members. It also helps to simplify confusing version numbers, so everyone has access to the most up to date resources. Some of the most common platforms are:

- Google Drive
- Dropbox
- Microsoft OneDrive
- Box.com
- iCloud

Understanding Audiences

Just as important as the content you make is the audience that you present it to. Finding the appropriate audience will help you keep your content focused, and make it an effective tool for promoting the happenings of your lodge or section. For most purposes, the audience of your content will be to the members of your lodge or section, but it is important to be able to target specific groups within those broader populations, as well as external stakeholders and media outlets.

If you are sending out minutes from your last LEC or COC meeting, you might not need to send them to everyone on your mailing list, but instead just the members of those respective groups. Your general members might prefer to get a monthly or even quarterly update emails with the key points that are relevant to them. By the same token, if there is an announcement for a specific chapter, it doesn't need to be sent to the entire lodge.

There may be times that your lodge or section has a program that warrants broader attention from an audience outside of the normal membership. For example, if your section is running a fundraiser for disaster relief, it could still be very successful if it is kept only to the section, but it would get more attention if it was spread across the section, region, or nation through other communication channels.

Developing these audiences is another key component of managing communications for a lodge or section. Lodges have easy access to their members contact information, so they can easily make broad announcements, or call specific people, but they are still only guaranteed to have phone numbers and email addresses. Creating a following on social media takes persistence at events, announcements through other platforms, and encouragement of word of mouth sharing to be successful. Communicating with your audience over multiple platforms helps to reinforce any major messages that you are trying to share.

Each platform that will be mentioned through the rest of this toolkit has a unique demographic that is important to understand in order to use it effectively. The information provided below should give you an idea of how to target content to meet the audience of each platform. Note that the age ranges are for the general population. Refer to the suggested audience for use in the OA.

| Platform | Primary Lodge or Section Audience | Average monthly users | Average age range |
|---------------|-----------------------------------|-----------------------|-------------------|
| Facebook | Older Arrowmen | 2 Billion | 18-29 |
| Instagram | Youth members | 800 Million | 18-29 |
| Snapchat | Youth members | 300 Million | 18-24 |
| Twitter | All | 317 Million | 18-29 |
| Email (eNews) | All | | |

Source: <https://www.spredfast.com/social-media-tips/social-media-demographics-current>



Leveraging Social Media

Overview

Social media is a new tool in effective communication strategy. In the digital age, almost everyone uses Social Media in one way or another. There are three main social platforms our Arrowmen use, Facebook, Instagram and Twitter. Facebook is mainly used by older Arrowmen, this platform allows for easy and streamlined conversation between Arrowmen and currently has the widest reach among Arrowmen. Both Instagram and Twitter are growing fast and are very popular among youth Arrowmen. Harnessing the power of these two platforms over the next few years is imperative to the future success of OA communication. Instagram is a storytelling platform that highlights pictures and excels at sharing past events and interest stories. Twitter is unique due to its character constraint. The platform stays relevant through continued posting, Twitter is the place to take a more casual voice and have a great time interacting with members and even sharing what's happening live from events. Learning how to cater social media to your sections, lodges and chapters will help them, and the OA, stay relevant in our digital world.

Instagram

Instagram is a platform in which accounts can share pictures, comment on others posts, and post 24 hour stories. As a lodge or section, the goal should be to promote *your story*. You want to share the traditions and what makes your lodge unique. Remember, if a person follows your account they are likely already active and will plan to attend events. Including posts about upcoming events is important, but should not be the exclusive or primary use of the platform. Appealing photos and short videos from events, leadership, or other relevant subject matter is the most effective. When commenting from the account, it is very important to remember that you represent an organization, not an individual. Every comment, whether on personal or other's pictures, is politically and grammatically correct.

Instagram Stories & Snapchat

Snapchat and Instagram Stories are best for "live" content. The OA has been able to give Arrowmen an inside look at national and local events with these platforms. For use at any level, storytelling should be the primary focus; always post two or more images when crafting an Instagram or Snapchat story. For example, when promoting an event, consider beginning with a question (e.g. did you know about the upcoming

conclave?), followed by relevant content (e.g. scheduled activities, dates, location), and ending with a call-to-action (e.g. swipe up for the registration link). Another positive use case is posting stories during an event. Again, storytelling is key. Consider beginning by introducing the event, then including videos and photos from the various activities occurring there. Consider ending this type of story with a thank you message to key leaders, planning committee members, and attendees.

These platforms, like regular Instagram posts, are highly visual, so put thought and focus on how the image or video is relevant and engaging to the story being told. These type of posts do not need to be of “professional” quality; the goal is to help your audience engage with the story, so it can be of lower quality. Please keep youth protection policies in mind when utilizing these features. It is best to avoid exchanging direct Snapchat pictures and messages with individuals.

The NCC manages the @oa-bsa Snapchat, which is open to use by sections at approved events. If you are interested in a Snapchat takeover for your section, fill out the following form, and a member of the NCC social media team will be in touch: <http://bit.ly/oa-snap>

Twitter

Twitter is a platform that provides quick blasts of information, using short bursts of words and visual aids such as graphs, photos, and GIFs. Twitter is unique in that it only allows Tweets to be 280 characters in length (e.g., any letter in the alphabet, symbols such as (!), or Emoji), thus limiting yet emboldening the message for users. Twitter is also very different from other forms of social media as it allows for users to be more connected with pages, and vice versa. Commenting and liking may be the same across the board, but how the pages and users interact is key.

With Twitter, pages have more freedom to comment on other users and to “Retweet” (that is, reposting another Tweet to the page’s own Twitter page) other Tweets that they find are relevant to their followers, and thus creates a cycle of Retweets. It is encouraged to retweet other Tweets, and by doing this, a page opens themselves for Retweets of their own. Retweets can mean other groups can be met with this information, creating a wide spread of interactions and information.

Twitter content should be geared towards a younger audience, preferably between the ages of 14 and 30. Of course, this is a generalization for Twitter users, but content should nonetheless be any different. Please see the sample Twitter posts for a good idea of what Twitter content should look like.

Twitter also has some great functions with interacting with their followers, such as polls. Use these functions to the best of your ability, as it will cause for people to take notice and continue to interact with your page. The more interactions and people reached, the further the message can go. Twitter is one of the best resources for your page, and can help bridge the gap between Facebook and Instagram demographics.

Facebook

Facebook is a platform that can be utilized for posting original content and sharing content that is relevant to members of your organization. Facebook is a great platform for content that is longer and larger than content that is posted on Instagram or Twitter. Because of how long it has been around, Facebook is a useful platform to reach a wide range of constituencies: members, alumni, non-members, families, and the community-at-large. Therefore, your content should be geared to reach all of these groups at the same time. Sometimes, this can be tricky, but will come naturally with practice.

Using pictures showing fun activities is an example of content that all viewers will find attractive. Examples of effective content for lodges to post include: upcoming event reminders, photos that recap events after their completion, “fun” posts (Throwback Thursdays, Trivia Tuesdays, Meet the Officers, holiday posts, etc.), and posts celebrating lodge milestones. To see what posts work best for your lodge, experiment in the beginning, then follow the analytics (comments, reach, reactions) to see which posts perform better than others. Finally, and most importantly, if you’re unsure about OA Social Media Standards, always consult the National Branding Guidelines available at oa-bsa.org.

Storyboarding

Effective Storyboarding will ensure continued social success. Storyboarding is a fancy word for planning your content. At the beginning of each month, sit down with your team and discuss what relevant content you want to produce. Note any major US holidays you may want to highlight, section and lodge events, and promotional campaigns. Using a calendar, plot out when you want to post what. If you find this to be successful, look into some applications, such as Trello, which help make the storyboarding process easier. To make a storyboard successful, stick with it! Once a few months have gone by, you should be able to develop a cadence with your team. Over that time, try new approaches and explore the success of your work. No storyboarding strategy is right for every team, so trial and error is the best way to find out what works for yours.

Tips

- Understand your audience for each platform. Study your demographics and tailor your posts to them. This includes the content you post and the voice you employ. For example, your Facebook account probably has a large following of older users; you should use a professional writing voice while sharing important updates from you lodge or section.
- Post consistently. However, don't inundate your followers with too many posts. Keep it to 2-4 posts a week; anymore and you'll aggravate and eventually lose followers.
- Engage your followers! Like their comments and respond to comments and direct messages.
- Have fun and be creative! Think of what you'd like to see come up in your feed. Whether that's sharing a funny lodge- or section-related photo on Instagram, spotlighting follower's OA-related photos every week on Twitter, or doing an internet challenge with your section or lodge chief—just be sure to occasionally sure to have fun with it.
- On platforms like Instagram and Twitter, aim to strike a balance between 'fun' posts and 'information' posts, while holding a semi-professional/semi-casual-voice.
- Strive to tie the OA's motto or spirit into your posts. For example, on Halloween @oabsa shared a 'Trick or Trash' post to remind Arrowmen of their duty to cheerful service and suggested they pick up trash around their communities.
- Social Media is, in many cases, the face of your local OA. Arrowmen who have questions may send them in direct messages to your social accounts. Social Media management is a customer service job, be courteous when responding for messages, and when the content is inappropriate or against OA values, no need to respond at all. If you are ever unsure of how to respond to a DM, reach out to socialmedia@oa-bsa.org.

Sample Posts

Instagram

From @oabsa



The song of our brotherhood tells us to "weld tightly every link." Come together in the Order of the Arrow and truly feel what it means to be an Arrowman. Get in contact with your lodge about upcoming opportunities to seal your membership in the OA by obtaining your brotherhood. #OABSA

From @oanorth



For the first time at NOAC, we hosted Region gatherings as the Thursday of emphasis. It was a great success filled with fun and games, an address from the region chief, and a lip sync and talent competition! #NOAC2018

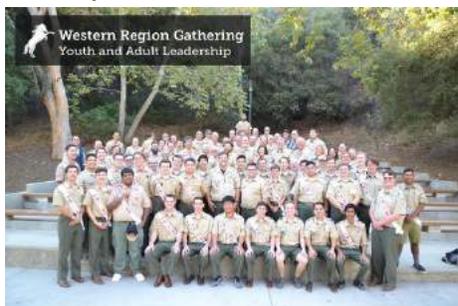
Twitter

From @oabsa



Spend 8 days this summer in West Virginia with the OA Summit Experience, where you can learn conservation skills through projects in the New River Gorge National River Area and discover all the Summit has to offer. Learn more and sign up today at <https://oa-bsa.org/high-adventure/our-adventures/oa-summit-experience> ...

From @oawest



3 weeks ago, section officers and advisers from all around the region gathered at Camp Josepho near LA to learn about how to improve the quality of the OA program in their sections and lodges.

Facebook

From Order of the Arrow – Boy Scouts of America



Last week nearly 7,000 Arrowmen gathered at Indiana University to Decide their Destinies at NOAC 2018! At the conference, lodge delegates engaged in a wide variety of trainings, activities, and fellowship gatherings. Attendees left empowered to make positive choices that will impact their future and the future of their home lodges. NOAC 2018 was also the first time 236 Arrowmen were able to experience NOAC from home through the remote delegate program! We hope to see even more Arrowmen at Michigan State University for NOAC 2020!

From Southern Region – Order of the Arrow



The deadline to sign up for the National Leadership Seminar is THIS FRIDAY! Talk to your lodge leaders about how you can [#TakeTheLead](#) this September.



Website Creation

What You'll Need

A Website Host

For a site to be accessible, a server has to have all of the necessary files and be connected to the internet. This is technically complicated and requires infrastructure so there are companies that do this for you. For most lodges, the best option for a website host would also be one that has a website builder integrated. Here are some easy to implement options:

Wordpress.com – WordPress is behind nearly one-third of the internet and is easy to setup and use. The WordPress platform is secure and always kept up to date. There are also a wide variety of resources and tutorials available to help you learn the platform and tailor it to fit your lodge's needs.

Squarespace – This service is incredibly easy to use and includes a visual editor to make building your website easy. This service is also incredibly secure and has a multitude of existing templates to give your lodge website a great appearance. Squarespace is a bit more expensive than Wordpress.com.

There are a wide variety of other website content management systems or CMS available for free so long as you pay for a web hosting platform to put them on. The NCC recommends Wordpress and Squarespace because they combine web hosting and a CMS into one easy to setup solution.

A Domain Name

For people to find your website it has to have a domain name that can be searched for or entered as a URL. Here are some examples of domain names, Google.com, oa-bsa.org, wsj.com. The easiest way to acquire a domain name is to add it on when setting up your website through one of the aforementioned platforms. This should cost an additional \$12-20 per year to own a domain name.

When choosing a domain name you want something relevant to your lodge. This could be your lodge name if easy enough to spell or your lodge's number (if it has one). Here are some examples of domain names used by lodges: muscogeelodge.org, lodge70.org, tkopekwis.org. The NCC recommends picking a domain name with a .org or .com extension as these are what people typically expect and trust.

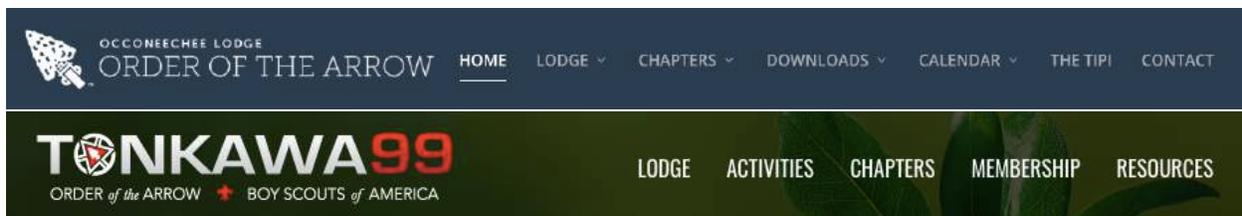
Important Content

Your lodge website should serve the following purposes:

1. Inform parents and new members about what your lodge is and what it does
2. Provide information for current members on events and registration
3. Provide current members with information on lodge structure, chapter information, and ways to stay up to date on the lodge

Website Structure

It's important to effectively organize your website to make finding information as easy as possible. The longer it takes for someone to find what they are looking for on a website, the more likely they are to give up. At the top of your website you should have a menu with high level topics. Here are a few examples of navigation menus:

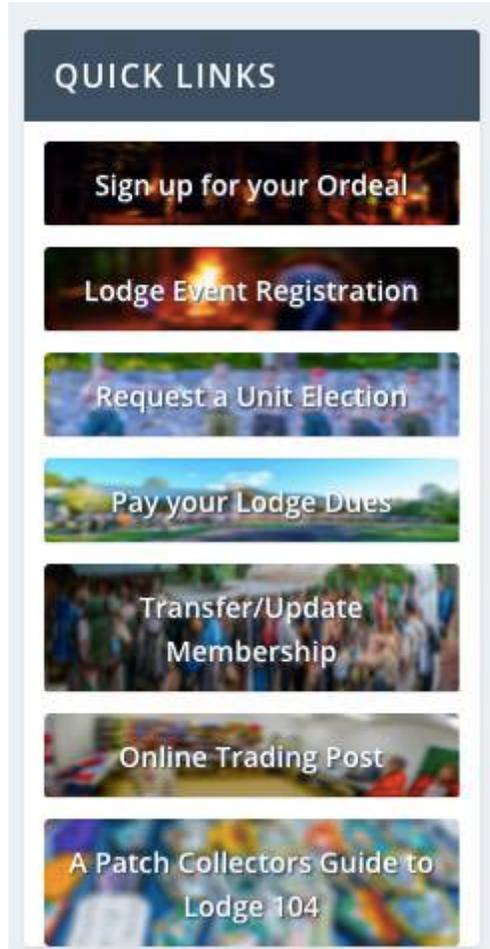


You can structure your website's menu in a way that is most relevant to your lodge but there are some things that it should probably contain. Below is a sample organization tree for your website menus. Each of these links should go to a page with helpful information on that topic.

- Lodge
 - About Us
 - Leadership
 - History
 - Request a Unit Election
- Events
 - Fall Fellowship
 - Spring Fellowship
 - Spring Trade-o-Ree
 - Winter Banquet
- Chapters
 - Chapter A
 - Chapter B
 - Chapter C
- Resources
 - New Member Information
 - Brotherhood Conversion
 - Lodge Newsletter
 -
- Calendar

- Membership
 - Paying your Dues
 - Membership Levels
 - Awards & Recognition

A large percentage of people visiting your website for the first time will be parents of Scouts that have been called-out or recently inducted. On your home page include information or links to pages that specifically discuss next steps after a call-out or after the induction process. You could use an image slider on the home page or a sidebar to highlight this information.



Website Examples

Lodge Websites

| | |
|-------------------|---------------|
| Occoneechee Lodge | lodge104.net |
| Tonkawa Lodge | tonkawa99.org |
| Wahissa Lodge | wahissa.org |
| Tsisquan Lodge | tsisquan.org |

Section Websites

| | |
|-------|----------------|
| NE-6A | ne6a.org |
| W-3N | sectionc3a.org |
| SR-7A | sectionw3n.org |
| C-3A | sr7a.org |



Brand & Design

Creating a lodge brand

The lodge's brand is an integral piece to how the lodge creates publications, interacts with the council, and attracts new Ordeal members. Clear branding enables you, the lodge leadership, to convey everything you want somebody to know about your lodge and the Order of the Arrow in one clear and concise message.

Imagine for instance that a younger Scout sees an Arrowman at a local council event with their lodge flap on and that member is promoting cheerful service or is at a booth talking about the spirit of brotherhood. This young Scout will now associate the lodge with one of these two aspects. Now, imagine that same Scout seeing an Arrowman horsing around at a council event or being actively disengaged from the event. This Scout will now not see the positive aspects of the organization because of the first impression, impacting the brand of the lodge.

Additionally, a lodge brand fits within the larger scale of the Order of the Arrow branding, as each lodge can be associated with the organization. It can be helpful to ask the question: Does this brand help to further the message of the Order of the Arrow? How can our association help to enhance the lodge and the organization?

Your lodge's brand should be distinct while still falling within the Order of the Arrow Branding Guidelines (this can be found below under resources). The lodge brand will help to convey your intentions (I.E. service) and adds weight to the quality of an event because of the lodge's association. Creation of a brand can be simple, utilizing your lodge's totem, but it is helpful to ensure that the brand is utilized correctly and not diluted. For instance, newsletter headers are a perfect time to have lodge branding present, but a Key-3 agenda sheet wouldn't necessitate such steps.

Remember, you are representing not just your lodge, but the Order as a whole in these publications. For many, the lodge will be the most contact they have with the Order of the Arrow and associate the whole Order to the lodge, so ensuring the lodge and the Order of the Arrow share the same message is vital.

Basics of graphic design

When you walk into an art museum, it's likely that you're drawn to certain pieces of artwork. You might not know why, but you just know that this particular painting pulls you in and makes you feel something. You could even stand in front of it for an hour and not get bored. Well, graphic design is art, and even though most of it does not hang in a museum, People encounter it every day. Graphic design supports all of your marketing efforts.

Let's make those efforts go further. The more you know about graphic design, the more input you can provide your designer with and the more you'll love the final product.

Here are 10 things you need to know about graphic design:

Graphic design includes five elements

1. Shapes are the foundation upon which all design stands. They're used to establish layouts, create patterns, and build elements on a page.
2. Lines are like walls in a house. They're used to divide space, direct the eye, and create forms.
3. Color is like furniture in a house. It's used to make an image or text stand out and evoke emotion.
4. Type is like artwork in a house. It's used to set a mood and communicate more effectively.
5. Images (photos and illustrations) are like the people who live in the house. They tell stories and grab your attention.

White space is critical to good design

The most important element of effective marketing is the message. White space, or negative space, is critical to getting that message across, because it allows the human eye to focus on and read the message easily.

One website that illustrates this idea beautifully is [Cuyana](#). Not only is the text surrounded by white space, but the models in the images are, too.

Minimal design is powerful

Clean, simple design elements are powerful because they stand out and are easy to remember. They can also communicate volumes without saying a thing.

Choose typefaces that are easy to read

Yes, you want to be a little creative, but when selecting a typeface for headings, subheads, and body text, use one that's easy to read. In keeping with our minimalistic theme, limit the number of typefaces you use.

Consistency is key

Whether you're working on your website or social media posts, be consistent from one to the next. That means you want to use the same typeface and font size for heads and subheads, position design elements in the same place from page to page, and choose images that use the same color palette and style (or edit photos with the same filter).

The easiest way to stay consistent: duplicate your pages, and then swap out text and images. For example, [Rue Magazine](#) does this for their digital magazine.

Graphic design is an art and a science, keeping these ten things in mind should help put you on your way to understanding and evaluating your own marketing materials.

Graphic Design tools:

Creating a unified and consistent look is only one part of the process. The second and most important part is ensuring that the brand is utilized and enforced on a consistent basis. Using the tools below, you'll be able to ensure the brand is being enforced in a consistent manner.

***Canva* ([canva.com](https://www.canva.com))**

A free tool that can be utilized to create fresh graphics for use on social media and other electronic communications.

PROS:

- Gives users simple tools to create effective graphics
- Easy to use interface with a wide variety of templates
- Good repository of design-ready images

CONS:

- Lack of control over cropping and layering
- It is sometimes difficult to find the right template for your project

***Adobe Creative Cloud* ([adobe.com/creativecloud](https://www.adobe.com/creativecloud))**

Adobe Creative Cloud is a set of applications and services that gives subscribers access to a collection of software used for graphic design, video editing, web development, photography, along with a set of mobile applications and also some optional cloud services.

PROS:

- You don't have to keep paying for the upgrades
- You can access your plan virtually anywhere
- Universal license to all Adobe software

CONS:

- Massive learning curve for those not familiar with Creative Cloud
- There is no guarantee of consistent pricing
- The downloads are not portable from computer to computer
- Licenses are purchased on a per user basis

Link to resources from the website:

The branding page on the Order of the Arrow website (<https://oa-bsa.org/resources/branding>) has several resources to utilize. These include: Branding Guidelines PDF; Copies of Order of the Arrow; Assets in PNG and EPG; Presentation Templates; Typography; Color Palettes; Email Signature.

If there are ever any questions on resources, brand utilization or application, please email branding@oa-bsa.org for additional help.



eNews

Essential Items

A Campaign Management Tool

To send to an email to a large number of people you need an Email Marketing Service. These services have two primary purposes. The first is to ensure that your email doesn't go straight to your member's spam folders. The second is that these campaign management tools have incredibly sophisticated resources for building your email campaigns visually, no coding experience needed.

The NCC recommends [Mailchimp](#) and [Campaign Monitor](#). Both have easy to learn User Interfaces and can be used by someone with no experience in email marketing. Mailchimp has free and paid options, while Campaign Monitor doesn't have a free tier but does offer discounts for non-profits if you contact them. Campaign Monitor is the tool used at the national level.

Access to Contact Information

You can export your member data from Lodgemaster very easily as either an Excel or CSV file which can then be imported into your Campaign Management Tool. Find out how to export this data from Lodgemaster [here](#).

Permission to Email Your Lodge Members

Current and upcoming government regulation require all organizations to obtain the permission of their members before sending them anything via email. Campaign Monitor and Mailchimp have the option to send people an "Opt-In" message when you import your member data. This is required and you can learn more about that [here](#).

Creating a Campaign

Name your Campaign

Come up with a creative name for your newsletter and use this in the subject line every time you send something. Titles can range from "OA Today," the title of the National eNewsletter to "The Feather," the title of the newsletter sent by Tsoiotsi Tsogalii Lodge and is based on their lodge totem.

Masthead

A masthead is the first thing members will see when they open the email, it should be a graphic that contains the title of your newsletter and the official OA Publication Ribbon. Here are some examples of Mastheads:



Articles

If you're sending out a newsletter with multiple articles consider the following:

1. If articles are longer than 120 words post the articles on your lodge website. In the newsletter write a short sentence or "blurb" that summarizes the article and encourages people to view it online. Here is an example of a blurb:
"The Southern Region aims to continuously encourage the participation of lodges throughout the region with camping in their council. They have motivated lodges through their 'We Support Camping Award' since 2013. Read more [here!](#)"
2. Include a graphic above each article that contains the article's title and a relevant photo. This helps people scrolling through the email quickly find something that is relevant to them.

Best Practices

Frequency of Distribution

Newsletters should be sent out on a monthly or quarterly basis. This frequency ensures that your members are familiar with the publication and that they don't become exhausted with reading what your sending. For non-profits sending newsletters more than once per month reduces open rates and engagement. Supplemental emails don't hurt open rates as long as the subject line is different and there's a need to send out a special announcement. Examples of this would be a reminder to register for an event, pay dues, or inform members of an event cancellation/change.

Subject Line

You need to include visual markers in your email subject so that people immediately recognize what the email is. For your newsletter consider the following format.

"<Newsletter Title> | <Lodge Name> | Order of the Arrow, BSA"

Example: "The Thunderbird | Occoneechee Lodge | Order of the Arrow, BSA"

For special announcements consider the following format.

"<Message Topic> | <Lodge Name> | Order of the Arrow, BSA"

Example: "Fall Fellowship Delayed | Klahican Lodge | Order of the Arrow, BSA"

Avoid using all-caps in email subjects. Saying "URGENT INFORMATION" or "IMPORTANT" in your subject line has the potential of being tagged by spam filters and can actually decrease open rates.

When to Send

To receive the best open rates and engagement with your email campaigns send M-Th and schedule delivery for the afternoon. People are less likely to open an email sent on Friday or over the weekend.



Written Content

Written content about your lodge or section is a fantastic way to convey information and keep people up to date on relevant business and upcoming events. This section will outline selecting subjects, writing and soliciting articles, editing content, and publication.

Content Subjects

It is important to consider the types of content that you are covering to make sure that it is interesting, relevant, and engaging. Interesting content will draw in readers, relevant content will keep them reading, and engaging content will connect them with what's going on in the lodge or section.

There are four major phases to content planning: Brainstorming, narrowing, refining, and scheduling. Following this sequence will help make sure that you are able to create content that remains interesting, relevant, and engaging, and keep your team organized.

Brainstorming phase

In this phase you will be thinking of general messages or topics that you want to address. Brainstorming can be done by getting a group like a content team or LEC together and writing down content categories that they'd like covered such as event recaps, announcements, national program promotion, etc.. Figuring out these broad clusters of topics will then help you stay focused as you look into specific subjects.

Narrowing Phase

During this period, you will take the broad categories, and think of specific subjects to address within them. For a category like event recaps, you could then specifically cover a fall fellowship weekend or section conclave. This phase should end with a list of every article topic that you will need for your planning period whether that be a month, quarter, or year.

Refining Phase

This is the phase that makes sure that your content is interesting and engaging. Writing a general summary about your Fall Fellowship weekend is certainly informative, but won't necessarily be interesting or engaging to a general lodge member who wasn't at the event. Covering this event from the perspective of a new

Ordeal member or the lodge chief, or discussing a specific part of the event will keep the article interesting. Ask yourself some of the following questions to help refine your subjects:

What is my audience for this article?

Does this subject address a new perspective or aspect of the topic?

Would a new Ordeal member who has never attended a lodge event want to read this?

Does this subject have a call to action that would encourage someone to participate in future events and activities?

Scheduling Phase

This phase helps ensure that content is distributed in an intentional way. *When* you write an article is just as important as *what* you write. There could be a fantastic article about a new OA summer camp program, but if it is written in October then people won't remember it by the time summer camp registration comes along. To make this article more effective and relevant, it could be sent right after summer camp registration opens to remind people about great opportunities at summer camp. By thinking about when an article is posted, you can increase the ability for the article to make an impact on the readers.

By brainstorming, narrowing, refining, and scheduling, you can create new content for your lodge members that is interesting, relevant, and engaging. Once you've developed this schedule of content, all you need to do is have people write them, edit them, and distribute them to members of your lodge.

Article Solicitation

Finding ideas for articles can be difficult, so soliciting for articles from members of your lodge or section is an effective method to assemble content. It's key that any articles written by these Arrowmen are still rigorously edited (see editing practices below). There are two types of solicitation: broad and individual. Broad solicitation involves providing a forum for any lodge member to submit an article to be published on the website and/or eNews. Individual solicitation involves asking a specific person, often an LEC member or event staffer, to write an article. Below are some best practices for both types.

Broad solicitation

If you choose to open up article submissions to any member of your lodge or section, it's important to consistently promote the submission forum. Consider the following:

- Create an online submission form hosted or linked on the lodge or section website.

- If you can't host the form directly through the website, use an external platform, such as [Google forms](#).
- Include specific subjects or types of articles that would be a good fit.
- Include the specific publications and relevant deadlines that articles are needed for.
- Include article guidelines (examples, style, and length)
- Require the writer to upload images, with captions and sources, related to the article.
- Display the link to the submission form prominently on the homepage of the lodge or section website.
- Include the link to the submission form in every newsletter, in the same location.
- Make social media posts monthly or quarterly asking for article submissions.

Individual solicitation

If you need specific articles related to events or initiatives, it is common practice to ask the LEC member responsible or a related staff member to write an article. It is best to ask before the event/initiative takes place, so the writer has the opportunity to take notes, interview participants, and collect images. Much like broad solicitation, it's important to include the following information when asking for an article:

- Include specific key points that the article should cover.
- Lodge banquet example: Share with the writer, "It would be helpful to include information and quotes from keynote speakers, include the attendance, and highlight major award presentations."
- Include the specific publication(s) the article will be included in, and describe the audience to the writer.
- Share the deadlines relevant to the piece and publication(s).
- Include general guidelines (examples, style, and length)
- Require the writer to include images, with captions and sources, in their submission.

Editing Practices

Editing written content is arguably the most important part of the content process. If content isn't already interesting, relevant, and engaging, it should be changed during the editing process. Consider finding one person who will be responsible for editing all written content for your lodge or section, to ensure consistent quality. This may be the youth lead for communications activity, or a youth specifically assigned to content or editing. Additionally, an adult adviser should always read and edit everything before it will be posted, published, or shared. Editing is where grammar

and spelling mistakes, writing style, brand/style compliance, and YPT issues are all addressed. Writing should always follow the rules outlined in the [Language of Scouting](#) and [OA Branding Guide](#). Following these guidelines will ensure that the OA has a consistent style as an organization. It is recommended to generate a checklist used every time a piece is edited, to ensure consistency. Below is an example of a checklist:

| CONTENT EDITING CHECKLIST COPY EDITOR'S NAME: [INSERT NAME HERE] | |
|--|--|
| Date of Editing Checklist Completion: | |
| CRITERIA | |
| Title included | |
| Summary included | |
| Writer's name correctly noted | |
| Sources provided | |
| Graphic provided (as necessary; If N/A, mark as such) | |
| If graphic provided, caption included (as necessary; If N/A, mark as such) | |
| If outside graphic provided, credit included (as necessary; If N/A, mark as such) | |
| Spell check completed | |
| Grammar check completed | |
| Figures, dates, and conclusions double confirmed | |
| Language and style is consistent with Language of Scouting and OA Branding Guide (Specifics included below) | |
| Any of following references are capitalized as shown: Arrowman; Arrowmen; Scout (and variants); Order of the Arrow; Boy Scouts of America | |
| Subordinates are included in sentence case unless following specific group (Ex: lodge vs. Unami Lodge ; section vs. Section NE-1) | |
| Any references to a region are capitalized as shown: Northeast Region; Southern Region; Central Region; Western Region | |

| | |
|---|--|
| Titles are included in sentence case unless preceding a name (Ex: lodge chief vs. Lodge Chief Johnny Arrowman) | |
| Any references to an Order of the Arrow adviser are spelled as shown | |
| Any references to events are included in sentence case unless referring to a specific instance (spring fellowship vs. 2013 Unami Lodge Spring Fellowship) | |
| No youth contact information is disclosed (minus alias email addresses as determined appropriate) | |
| No youth birth dates mentioned | |
| Photos comply with Guide to Safe Scouting and Youth Protection Standards | |

Additionally, it is helpful to include a place for feedback on every article. Feedback should be shared with the writer, if they are interested. Below is an example of a feedback box to include on articles:

| COMMENTS & EDITS | |
|-----------------------------|--|
| Copy Editor | |
| Youth Lead | |
| Adult Adviser | |
| Miscellaneous | |

Content Publication

The final article should:

- Include the author (no full names if youth).
- Include relevant images, with captions and sources.
- Include quotes that highlight key points.
- Meet all editing criteria (see above).
- Be shared with a relevant audience.



External Relations

These tools support lodges and sections in sharing the Order of the Arrow's story in the community. The OA regularly performs exceptional service to our communities, yet receive little to no local media coverage. The following guide, tools and resources are aimed at outreach and communication with our local media stakeholders. In order to lead by example, OA Lodges are encouraged to facilitate media engagement with local media – community newspapers, TV and radio news.

Considerations for Media Engagement:

Understanding the Media in Your Community

Each community's media market has a unique set of characteristics. Smaller media markets are much more willing and able to cover community service projects and notable OA events/activities. However, in larger markets (like Los Angeles, Houston, Chicago and New York) the media will be more selective, but it is not impossible to garner media coverage. Even large markets have local community media outlets that are looking for positive local stories to tell.

It is important to recognize these unique media characteristics and make your best effort to demonstrate a professional approach and respect the media (don't target large regional media with a community story). Take a moment to review the coverage of the local media in your community. Do they cover non-profit news stories? If so, they are a perfect fit to tell the positive stories generated by your OA organization.

Identify Key Media

Identify the key media the Lodge wishes to target in the community. Media types may include: a) Community and Local Newspapers; b) Municipal TV Channel; c) TV News; d) Radio News; e) Neighborhood Magazines and Newsletters; and f) Lodge/Council Newsletter and Website.

Developing relationships with media is not a requirement but understanding the type of stories they like to cover and how they like to receive news and tips can be very valuable in securing coverage of the next big lodge or section project. Establishing lines of communication with the media is also important. Limit surprises. Advanced notification to the media can assist with both ongoing relationship building and reserving time/space for the story.

Suggested Tools

Each lodge and section is unique, from their leadership, membership size, geography, and media market size. Likewise, each operates differently. You may have PR and marketing professionals or council marketing committee resources that can be tapped for assistance. The key is to present the OA in the most professional manner so the media will take the news opportunity seriously and will consider covering the efforts of your lodge or section.

The following pages contain templates that will aid you telling the OA's story locally and sharing it with key internal and external audiences.

Each lodge and section and their projects are unique, and identifying and engaging the media should be determined on a case-by-case basis.

Should you have question about seeking local publicity or how to handle media relations for your lodge and section, feel free to email: publicrelations@oa-bsa.org.

Key Messages

The official key messages of the Order of the Arrow are included for your use when conducting interviews and communicating with the media. A similar key message document should be created for the lodge's specific project/event. Both of these key message documents should be used to prepare your spokespersons and anyone else that will be offered to the media for interviews. ***(Important: Key Message documents should NOT be shared with the media or placed within the media kit. They are for internal use only, for preparation purposes.)***

Order of the Arrow

- The OA is the National Honor Society of the Boy Scouts of America, and serves to allow Scouts and Scouters to recognize their peers by election.
- The OA teaches the value of brotherhood and cheerful service as a facet of Scouting and as a part of daily life.
- Leadership development is a big part of the OA; like Scouting, it is a youth lead organization, and gives youth the opportunity to grow their skills in a different, grander context.

To be delivered by Arrowmen/Scouts

- Scouting teaches us how to do the right thing, to help others, and to be courteous and kind.
- Scouting has given me the opportunity to do a lot of fun and challenging things that I might not have tried otherwise. I know now I can achieve things that I might have thought were too hard or scary before.
- I think it's good for kids today to be involved in Scouting because it's really fun. We get to go on all kinds of adventures, and earning merit badges is a fun way to learn about lots of different things.
- I know the lessons I learn in Scouting will stay with me throughout my entire life.
- If we were all to live by the Scout Oath and Scout Law, I believe it would have the power to change our country—and even the world!

To be delivered by OA Adult Leaders

- We continue to stay focused on the fundamental values of Scouting—things like character, leadership, and service.
- Collectively in 20XX, Scouts gave more than XX million hours of volunteer service, at a value of more than a \$XXX,XXX,XXX to the communities where they live.
- More than XX,XXX young men in the Boy Scouts earned the rank of Eagle Scout.
- We're excited about the future of Scouting, and how it will continue to positively impact our community.

###

Media Engagement Checklist

This checklist will provide a step-by-step process for pitching newsworthy stories to the local media. In addition, professional public relations tips are explained along with each step. Your newsworthy project/event presents a significant opportunity for telling your story to your community media. Your lodge and section accomplishments are a mark of pride for the OA as an organization and should be shared with the community via the local media. Beyond the project/event itself, there is also a significant opportunity to highlight the Scout or Scouts leading the project and to shine light on their personal Scouting accomplishments.

STEP ONE: DEVELOP "THE STORY"

Determine what the key points and key messages you wish to communicate and share with the community via the media.

STEP TWO: PRESS KIT CREATION

PREPARE A LOCAL PRESS KIT TO SHARE WITH MEDIA. See the pages below to find various templates and documents that can be personalized to put press kits together for the media. These documents will serve to provide the media with relevant information that will aid informing a solid story. Press kits can be shared with the reporter in electronic format or hard copy. If materials are shared via hard copy, it is recommended that all press kit materials be housed together in a OA, section, or lodge-branded folder. (*Helpful Hint: Press kit folders can be easily created from a glossy pocket folder with a Lodge flap or OA logo sticker pasted to the front of the folder.*)

Materials to include, in the press kit:

Local news release. Be sure to personalize the news release with local data and quotes and add contact information so that reporters can follow up with questions and interview requests.

Fact sheet. This piece, shorter in form than the full press release, provides a snapshot of the project or story.

Order of the Arrow Fact Sheet. Use this fact sheet to consistently communicate background information about the Order of the Arrow.

Graphic assets. This includes, photos, videos, and/or information graphics which illustrates the project or help tell the story.

STEP THREE: MEDIA LIST CREATION

MAKE A MEDIA CONTACT LIST. You may already have an existing media list from which you work from on a regular basis. If not, with a little research, you can create one to aid you in pursuing media outreach across your community/media market.

Your media list should include all newspapers in the area, along with local broadcast news affiliates (ABC, NBC, CBS, FOX, etc.). Include those reporters and editors with whom you have an existing relationship and also round out the list to include:

Community/metro reporters

Youth and or non-profit organizations reporters

News assignment editors and broadcast news desks

STEP FOUR: MEDIA OUTREACH AND STORY PITCHING

REACH OUT TO REPORTERS WITH A COMPELLING PITCH. When sending your press kit to the media, you should use the opportunity to grab the reporter's or editor's attention with a brief but compelling pitch. (*Why does this matter to the reporter? Why should they care? What does this have to do with the local community?*) This is your opportunity to make the case for your—and your lodge's or section's—story and why it should be considered.

We've included sample language for your reference. You should feel free to personalize the pitch to your tone and voice as much as possible. Any suggested language is simply a starting point. But remember, be brief and keep it relevant.

STEP FIVE: SPOKESPERSON KEY MESSAGE DELIVERY

PREPARE POTENTIAL INTERVIEWEES. It will be important to identify Scouts/Arrowman, leadership, and council staff and key volunteers that can be available for interviews should the reporter request it (they usually do). Having a list at the ready also adds meat to your pitch, promising a better, more localized, and more humanized story.

In advance of any interviews, make sure that the spokespersons are familiar with the key messages of the story and can speak to the facts from a personal standpoint. To help you, there are sample core OA messages included for your review. Don't forget, adding personal tone and perspective to these messages will be important.

STEP SIX: MEDIA FOLLOWUP

MAKE A PERSONAL CONNECTION WITH THE REPORTER. After your pitch and press kit have been sent to reporters, it is recommended that you follow up via phone to make a personal connection and gauge any interest they may have in the story. At this time, you can reinforce the key messages and communicate the individuals you are making available, whether it's an invitation to attend a local project or an interview with a Scout/Arrowman.

STEP SEVEN: MEDIA ALERT

SEND OUT EVENT REMINDERS TO THE REPORTERS. After your press kit and pitches have been sent to reporters, it is recommended that you send out a media advisory to the media and their respective news/assignment desks one week in advance of the project/event. A template media alert has been provided. *(Please be respectful of the reporter's time, if they expressed no interest in the story you pitched to them in Step Six, do NOT send a media alert.)* Media Alerts are especially effective with TV, Radio and Newspaper news/assignment desks. These desks often make news assignments to reports less than 24-hours in advance based on media alerts and press releases they have on file in the news room for any given day. Therefore, the Media Alert is a very important tool and step in garnering media coverage and this step should not be skipped.

Suggested Media Outreach Timeline

| Task | Suggested Date |
|--|---|
| Develop: <ul style="list-style-type: none"> • Press kit • Localized (i.e. 55 Center City youth, Nine Century Neighborhood Scouts) • News release • Fact sheets • Graphics • Media Contact List Creation | Two-Months prior to the project/event |
| Send media pitch: <ul style="list-style-type: none"> • Personalized pitch email, letter or phone call | Two to three weeks prior to the project/event |
| Distribute media alert | One week prior to project/event |
| Make pitch calls to media and offer interviews | One week prior to project/event |
| Assign Key Media Representative(s) and Spokesperson(s): Get Council Approvals, Train on Key Messages, Media Protocol/Handling (hosting the media onsite) | One to two weeks prior to the project/event |
| Track and share any media coverage with: <ul style="list-style-type: none"> • National OA Committee and National Communications Committee: PublicRelations@oa-bsa.org • Council, lodge, section social media • Council, lodge, section websites | ASAP Following project/event |

###

Media Advisory Template

This template should be used as a heads up “alert or advisory” to the media and should be sent one week prior to the project/event. Resending this information 24-hours before the event is also recommended as a “best practice.”

[Insert Logo Here]

MEDIA ADVISORY

BOY SCOUTS OF AMERICA’S NATIONAL HONOR SOCIETY TO PERFORM (XXXXTYPE) SERVICE TO (XXXXNAME) COMMUNITY

[Eagle Scout Name] To Lead Project That is Expected to Provide XX Hours of Service
Valued at \$XXXXX

WHAT: [SAMPLE COPY] A delegation of eight Scouts from across the country, including [Name] from [City], will represent the Boy Scouts of America in Washington, D.C., this month to present the organization’s annual Report to the Nation to top U.S. officials. The report is designated in the BSA’s congressional charter and will highlight achievements in 2012. The delegation’s schedule while in D.C. rivals that of many heads of state, with visits to [insert meetings with key officials or sites].

WHO: [SAMPLE COPY] [Scout name, unit, brief biographical information]
[Name] is one of eight youth delegates selected from nearly 3 million youth Scouting members to present the annual report.

WHEN: [SAMPLE COPY] Saturday, Feb. 23: Departure from [City], arrival in Washington, D.C

WHERE:
The White House
1800 Pennsylvania Ave, Washington, DC

INTERVIEW OPPORTUNITY: [SAMPLE COPY] Interviews with [Name] available upon request.

VISUALS: [SAMPLE COPY] Scouts planting trees, digging with shovels, meeting elected officials along pathways in the community park

CONTACT: [Contact Name] | [Phone and Cell] | [Email address]

###

Press Release Template

This template provides a suggested format for communicating news in a format that the media is used to receiving, but still leaves room to tell the lodge or section's story in a way that will be attractive to the media. This template can be used after an event to garner post-event media coverage or can be handed out to the media attending the event to ensure the media has a good handle on the story's facts.

[Insert Logo Here]

PRESS RELEASE

Media Contact: [Name] | [Phone] | [Email address]

BOY SCOUTS OF AMERICA'S NATIONAL HONOR SOCIETY PERFORMS [TYPE OF SERVICE] IN THE [INSERT COMMUNITY].

More than XX Order of the Arrow members performed XX(#) hours of serviced valued at \$XXXX.

INSERT CITY NAME, STATE – (Month, Day, Year) – More than XX members of the Order of the Arrow (OA), Boy Scouts of America's National Honor Society, performed XX hours of service for (insert organization/community info here) . The service performed by these youth and their adult advisers was worth more than \$XXXXX (# of hours X \$10.00/hr).

Insert details and final results of the service project here... (e.g., miles of work, number of nails, number of tree – paint the picture.)

YOUTH OA OFFICER QUOTE "Being a servant leader is what the Order of the Arrow is all about," said XXXX XXXXXXXX, insert position in lower case. "We hope today's service will be an example for others to follow. Giving of yourself in service to others, especially in our community, is actually a lot of fun!"

XXXXXX organization/community name was the beneficiary of the OA's service. Info about the organization (serves xxx part of the community). In today's economy, funding isn't always available for this type of project.

"Insert quote of appreciation from benefiting organization/community," said xxxxxxxx xxxxxxxx, insert position in lower case.

As Scouting's National Honor Society, the OA's purpose is to recognize those Scouts who best exemplify the Scout Oath and Law in their daily lives and through that recognition cause others to conduct themselves in a way that warrants similar recognition; promote camping, responsible outdoor adventure, and environmental

stewardship as essential components of every Scout's experience, in the unit, year-round, and in summer camp; develop leaders with the willingness, character, spirit and ability to advance the activities of their units, our Brotherhood, Scouting, and ultimately our nation; crystallize the Scout habit of helpfulness into a life purpose of leadership in cheerful service to others. The OA will celebrate its 100th anniversary in 2015.

The Order of the Arrow was founded by Dr. E. Urner Goodman and Carroll A. Edson in 1915 at the Treasure Island Camp of the Philadelphia Council, Boy Scouts of America. It became an official program experiment in 1922, and was approved as part of the Scouting program in 1934. In 1948, the OA, recognized as the BSA's national brotherhood of honor campers, became an official part of the Boy Scouts of America. In 1998, the Order of the Arrow became recognized as Scouting's National Honor Society when it expanded its reach beyond camping to include broader service to Scouting and the community.

About Order of the Arrow

For more than 100 years, the Order of the Arrow (OA) has recognized Scouts and Scouters who best exemplify the Scout Oath and Law in their daily lives. This recognition provides encouragement for others to live these ideals as well. Arrowmen are known for maintaining camping traditions and spirit, promoting year-round and long term resident camping, and providing cheerful service to others. OA service, activities, adventures, and training for youth and adults are models of quality leadership development and programming that enrich and help to extend Scouting to America's youth.

About the Boy Scouts of America

The Boy Scouts of America prepares young people for life by providing the nation's foremost youth program of character development and values-based leadership training. The Scouting organization is composed of 2.7 million youth members between the ages of 7 and 21, and more than a million volunteers, in local councils throughout the United States and its territories. For more information on the Boy Scouts of America, please visit www.scouting.org.

###

SAMPLE FACT SHEETS (OA Example)

Below is the OA Factsheet that should be part of your Lodge media kit to consistently communicate about the Order of the Arrow.

ORDER OF THE ARROW FACT SHEET

As Scouting's National Honor Society, the OA's purpose is to recognize those Scouts who best exemplify the Scout Oath and Law in their daily lives and through that recognition cause others to conduct themselves in a way that warrants similar recognition; promote camping, responsible outdoor adventure, and environmental stewardship as essential components of every Scout's experience, in the unit, year-round, and in summer camp; develop leaders with the willingness, character, spirit and ability to advance the activities of their units, our Brotherhood, Scouting, and ultimately our nation; crystallize the Scout habit of helpfulness into a life purpose of leadership in cheerful service to others. The OA will celebrated its 100th anniversary in 2015.

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More Information

To learn more about the Order of the Arrow, contact publicrelations@oa-bsa.org.
BSA SAMPLE (FOR INFO/EXAMPLE ONLY) Media Kit Should Include a Factsheet Based on Project Details.

###

Media Pitch Language

These templates provide a suggested format for communicating directly with the media when pitching story ideas (following up on a press release and or media alert). These templates include an email pitch letter and phone pitch script.

Email Pitch

Subject: [City] Youth To Provide Service to (Subject)

Hello,

[Eagle/Boy] Scout [Full Name] of [City] is leading the local chapter/lodge of the Boy Scout's National Honor Society in conducting an extensive service project that will benefit XXXXX in XXXXX Community (Org and Community Name). On XXXDay, Date/Month/Date, he is scheduled to (Insert details of the project).

[FIRST NAME] was selected by the other members of the lodge to lead his fellow youth and to lead this project [INSERT BRIEF SENTENCE ABOUT HIS OUTSTANDING STORY HERE].

Insert Details here about what the Arrowman of the Lodge/Chapter did to plan for this event/project (i.e. 200 planning hours, fundraisers raising XX dollars, etc.).

Would you be interested in speaking with [FIRST NAME] as he and his lodge prepare to embark on this incredible project for the community? Please let me know if you'd like to set up a time to talk.

Thank you,

Phone Pitch

Hello, this is [Your Name] and I am a volunteer with the Boy Scouts of America's Order of the Arrow, Scouting's National Honor Society. I've got a really great story to share about an [Eagle/Boy] Scout from [City] who will be leading the local chapter/lodge of the Boy Scout's National Honor Society in conducting an extensive service project that will benefit XXXXX in XXXXX Community (Org and Community Name). On XXXDay, Date/Month/Date, he is scheduled to (Insert details of the project).

[FIRST NAME] was selected by the other members of the lodge to lead his fellow youth and to lead this project [INSERT BRIEF SENTENCE ABOUT OUTSTANDING STORY HERE].

Insert Details here about what the Arrowman did to plan for this event/project (i.e. 200 planning hours, fundraisers raising XX dollars, etc.).

Thank you for your time, we look forward to seeing you Insert Date/Time/Location Details here.

###