



# Thematic Events

*Providing Resources to Support Units, Chapters, and Lodges*

It's a pretty well-known fact: If events aren't fun, attendance is going to struggle. That's why Blue Heron lodge decided to inject some creativity into its lodge events by committing to a theme for each event. At a recent fall fellowship, for example, the lodge had a "zombie" theme. This permitted the lodge to promote the event by announcing zombie-survival tips in the months leading up to the event. The event itself included activities such as a haunted hay ride. Attendance was outstanding for the zombie fall fellowship. The lodge also had a fun theme for a recent Conclave, involving painted t-shirts, costumes, chants, and spirit items. Then, at a summer Ordeal, the lodge opened up the camp's pool for a pool party after the conclusion of the Ordeal, which was a huge success.

One lodge member took a graphic arts class at his high school and designed posters for each event. The lodge printed the posters and handed out quarter-sized versions for handouts. The designs increased awareness and promoted the themes for events. Samples of those designs are attached to this resource

By focusing on what the youth want to see at events, the lodge has increased lodge morale and increased participation at events. It looks forward to continuing to listen to its membership and offering creative solutions to making events more fun.

*Blue Heron Lodge serves Tidewater Council, located in Virginia Beach, Virginia. With approximately 750 members, Blue Heron has five annual lodge events: Spring Ordeal, Summer Ordeal, Fall Fellowship, Lodge Leadership Development, and a Holiday Banquet. By developing themes and focusing on fun, the lodge expects its attendance to continue increasing. What does your lodge or chapter do to make events fun? Let us know at [ChapterResources@oa-bsa.org](mailto:ChapterResources@oa-bsa.org).*

**BLUE HERON LODGE #349's**

# **FALL FELLOWSHIP**

**OCTOBER 28 – 30**

**WITH**

**SOUTHERN REGION CHIEF  
DWAYNE FONTENETTE**

**REGISTER AT:**

**[WWW.BLUEHERONLODGE.ORG](http://WWW.BLUEHERONLODGE.ORG)**

# CONCILA VIE 2011

APRIL 29 -  
MAY 1

@ CAMP  
T. BRADY  
SAUNDERS

REGISTER @ [WWW.SR7A.OAEVENT.COM](http://WWW.SR7A.OAEVENT.COM)