

LLD:Endeavor | Member Conversions

Session Length: 25 minutes

Learning Objectives:

- Understand the essential components of a virtual election
- Discuss effective methods of promoting candidate to member conversions
- Discuss the pitfalls of candidate to member conversion and offer best practices to employ in their lodge or chapter
- Offer information on the importance of brotherhood conversion and how to best promote completion of brotherhood membership to eligible members

Required Materials:

- Zoom Pro account with breakout rooms
- PowerPoint

Outline of the Session:

This session is designed to directly help Lodges with their Performance Measurement Program goals.

The major themes covered will touch on unit election and brotherhood conversion rates.

Trainer Preparation:

The trainer should have extensive knowledge on the unit election and brotherhood conversion processes. The trainer would have ideally lead these parts of the process before and participated in a virtual election in order to provide assistance on the development of a virtual election.



Session Narrative:

Introduction: 3 minutes

What got you to go from your unit election to complete your Ordeal? What brought you back from your Ordeal to do your brotherhood? These are fundamental jumps for most Arrowmen, but how do we get there, and how does the lodge support them. This will be the fundamental theme of this course. It revolves around the candidate and the Order of the Arrow Unit Representative.

[introduce yourself and list your qualifications]

Unit Elections: 5 minutes

The Unit election is the first interaction any Scout has with the Order of the Arrow. These elections are the first impression and must be sharp and well organized. Come prepared, have a plan and presentation, and wow your audience. This training isn't about having effective unit elections. It is about converting those you elect from candidates to new Ordeal members.

Once candidates have been elected, talk to them directly and congratulate them on this honor. If the unit participates in a call-out ceremony, conduct this meeting there. If the unit does not, perform this after the election. In the case of a virtual election, ask to be put in a separate breakout room and conduct this meeting there.

In this meeting, introduce yourselves more directly, meet each of these Arrowmen individually, and start to form relationships. Inform them of the tasks they have ahead, your lodge or chapter's next welcome event, and then when the following induction opportunities are for them to participate. Receive contact information from each candidate and give them a person to contact if they or their parents have any questions.

This may be the last time they have exposure to the OA until their induction, so we have to welcome them into this process and make sure they feel accepted as a member of our brotherhood.

Getting them to the Induction: 3 Minutes

The most challenging part is getting candidates to the induction. This could be caused for several reasons: a lack of a ride, not knowing about the event, or having a conflict. These can be resolved in a few ways:

1. Provide transportation to candidates, if needed, and hook them up with people who can carpool to the events.
2. Keep communication with the candidates for each week leading up to the event.
3. Send reminders to unit leaders, candidates, and their families.
4. Invite them to a Welcome Event to describe the Call Out event.
5. Ensure they understand what is going on, what is required, and feel perfectly comfortable being there.
6. Have multiple induction weekends throughout the year and at different times so that if they have prior conflicts, they can hopefully make one of your inductions at some point.

At the Induction: 2 minutes

Real quick at the induction, you need to congratulate them on their new membership and start to form relationships and get to know your new members. This will help with activation but also with the next step in the conversion process. Explain the OA and the next steps in their membership journey to them, so they have something to expect. Make sure

Reflection: 7 minutes

Spend 5 minutes reflecting and writing down why you came and sealed your membership and brotherhood. What pulled you back to the Order of the Arrow?

[Ask 2-3 people to share what brought them back to the OA]

Brotherhood Conversion: 5 minutes

So, how do we get Arrowmen to come back and seal their membership in brotherhood? Think about what brought you back to the OA and attempt to emulate many of those same concepts. Bring more people back into our Brotherhood of Cheerful Service!

Some Ideas:

- Invite them to an event other than a Brotherhood Ceremony or Induction Weekend, so they appreciate the OA outside of those events
- Join them on a video call or online event to show your appreciation for the OA
- Send them a mailer or email on the 6-month anniversary of their induction congratulating them and outlining their next steps to seal membership in the brotherhood
- Have meetings with current Ordeal members during Unit Visitations to invite them to seal their membership, outline the steps, and allow them to ask any questions they have about the process.

Conclusion:

Our conversion rates are how we keep people involved in the OA, but this all revolves around the relationships we have with them. Taking candidates from elected to inducted and from Ordeal to Brotherhood are processes where our constant communication and relationship building skills are constantly challenged. Take some time to reflect on how you can specifically help this process and build better relationships with candidates, both in your position, you personally, and as an entire organization.