

## LLD:Endeavor | Membership Retention

Session Length: 30 minutes

### Learning Objectives:

- 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
- Determine the Important of Activation and how it can grow members
- Develop and Event Idea that focuses on Activation specifically

### 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:

1. Have an understanding of the Performance Measurement Program 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
5. Understand the difference between General Zoom and Breakout Zoom, and how to set up Zoom software (or other similar software)  
General Zoom is where all members are in the same call.  
Breakout Zoom is where the members are divided into breakout sessions
6. Record presentation and post to lodge after the class for review

## **Session Narrative:**

### **Introduction:** 2 minutes

Briefly introduce yourself and list your qualifications

### **So, now you've been inducted, what are your next steps in the OA?** 3 minutes

- Ask the question: What should the new member do after Induction?
- Answers should include the following:
  - Chapter Involvement
  - Service Opportunities
  - Attend a Lodge event (in-person or virtual)  
(Fellowship, Pow-wow, Service Weekend)
  - Fellowship Activities
  - National or Section Events, such as Conclave, Momentum or NOAC

### **What is Activation?** 3 minutes

Activation occurs when that new Arrowman attends that Arrowman's first event after the Ordeal. For the Performance Measurement Program, this occurs in the first 6 months, but ideally within the first 90 days after their induction as an ordeal. This can be a daunting task, but if we get Arrowmen to come back to us within 90 days, they are more likely to stay involved in the program:

These can be any OA event, such as:

Virtual Game Night

Engagement Sessions

Fun, engaging fellowship activity

Chapter Event

Chapter Meeting

Lodge Fellowship Meeting

Service Weekend

**Why is Activation important? 3 minutes**

As the whole group why activation is important?

Some answers can include:

- Prevents sash and dashing
- New members keep coming back and get involved
- Gets new Brotherhood members in the OA
- Having new members engaged in the chapter or lodge will help our organization continue to grow.
- This is how we grow: they bring their troop/friends to participate with them
- We can grow meaningful relationships with other Arrowmen and welcome them into the fold.

**How can we have a positive impact on activation? 20 minutes**

Show some examples of Activation events:

- Basketball game with the chapter
- Cookout
- Extended Elangomat Program
- Directly reaching out to newly inducted Arrowmen to follow up on their induction experience
- Online Game Night

Make sure the events are fun and engaging and not a repeat of the service work they did during their induction. Brotherhood, Cheerfulness, and Service; only one third of that is work and two thirds is fun. That should be the focus of these events and an Arrowman's OA experience: how do we make it two thirds fun? Utilize the [Online Engagement Toolkit](#) and [Activation Engagement](#) Guide to have separate groups come up with two activation ideas, one virtual and one in person, that they would want to implement in the future. Give them 10-15 minutes to brainstorm these ideas and then come back together as a group to share.

**Conclusion:** Activation is what keeps our Arrowmen engaged. This is how we as a lodge prevent sash and dashing, but we have to keep the program interesting, new, and engaging to our Arrowmen. That is our responsibility. No matter the challenges in front of us, we can adapt to them and come out with the desired result of retaining and activating new members.