



2018 National Order of the Arrow Conference

**Cell Name: Successful Chapter Meetings –  
Communicating to your Chapter – Sell the  
Sizzle**

**Session Length: 45 Minutes**

Through this session, you will:

- Explain** Ways to Communicate about the Chapter
- Demonstrate** How each communication method appears to users
- Guide** Learners to identify new methods of communicating to their audiences
- Enable** Learners to communicate more effectively to and about their chapter

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

- Be able to identify at least three ways to communicate to different audiences about their chapter activities.

**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:

- Presentation will point out that we as chapter leaders need to stay up to date with methods of communicating to our youth, their parents, and our units. The right decision today will lead to more youth engagement tomorrow.
- Decide what you are going to talk about when discussing your chapter; be ready to “Sell the Sizzle” of OA now to get youth and leaders tomorrow.

This session will help the Chapter and Lodge with the Journey to Excellence Requirement(s):  
Membership Requirements # 1 – Growth, #2 – Retention, #3 – Unit Election

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

- Projector
- Flip Chart
- Markers for Flip Chart

**TRAINER PREPARATION**



**ORDER OF THE ARROW**



1. Review presentation before NOAC
2. Have examples of each communication method available electronically to show with presentation.
3. Have example of Unit Annual letter for viewing.

**Session Narrative**

**Trainer Instructions:** If at any time the trainer should perform an action (play a video clip, ask prompting questions, etc) type the directions into boxes like this. Simply copy this box and paste wherever needed throughout the lesson plan, replacing this text with your own material.

**Trainer Instructions:** If at any time the trainer should perform an action (play a video clip, ask prompting questions, etc) type the directions into boxes like this. Simply copy this box and paste wherever needed throughout the lesson plan, replacing this text with your own material.

**Introduction** **3 minutes**  
 Introduce Self – Identify Cell Overarching Theme and identify 3 Sessions supporting this theme.

**First topic – Sell the Sizzle** **5 minutes**  
 Question – What do you talk about when trying to get people to attend chapter meetings or to help with chapter meetings.  
 Is it along the lines of “Our chapter just doesn’t have that many youth and we really would like you to attend”, or “We’re doing some neat things at chapter meetings I think you would be interested in”?  
 Is it about how much work it is and that you are ready to quit if you don’t get help, or is it the about the skills you see in that person that would help our youth be even more successful?  
 In all we do, advance the positive, “Sell The Sizzle”.

In selling, we need to help the customer experience the product. If I was selling you a tray of frozen steaks, I would not only show them to you, I would describe to you how I prepare them before putting them on the grill, how they sizzle when they hit the grill, and how they taste when I pull



them of the grill just right. You would not only see the steak, you would swear you could smell it, hear it, taste it. When I offer to sell it to you, it would be a favor you were thankful for. That is “Selling the Sizzle.” That is what we should always do.

### **Second Topic - Who do we Communicate to?**

**5 minutes**

Who is your Audience and What do they need to Know?

Ask and list on Flipchart (plan for 3 columns)

Scouts -

Adults / Parents

Troop Leaders

Pack Leaders

Unit Leaders – Prepare for Ships and Crews in 2019

Which methods of communication does each group prefer?

Point out that Adults and Youth tend to use different communication methods and also respond differently.

### **Second topic – How do we Communicate?**

**12 minutes**

For each method – have samples of each. Note that Youth Protection Guidelines for communication apply to all forms of communication. All electronic communications should have Adviser oversight.

1. Email – through Lodgemaster, mask youth email address if using other to communicate. Suggest generic group gmail account. i.e. [chapternameOA@gmail.com](mailto:chapternameOA@gmail.com). Have chief write email message. Send through Adviser for approval and submission.
2. Newsletter - publications – posted on website, emailed to members.
3. Instagram – chapter events, lodge events, meme reminders
4. Remind – used in schools, setup chapter account, have chief write text reminders, set up approval process. Can attach files and include links.
5. Facebook – tends to be targeted to adults. Want to stay fresh so keep updated.
6. Others?

### **Third topic – When do we Communicate?**

**10 minutes**

What’s the purpose of your message? What are you communicating? This will help determine when to communicate.

1. Annually – OA Introduction to Units, Calendar, Election Process, Forms, How to schedule AoL.
  - a. Have example of letter and components available in presentation.
2. Monthly – Meeting reminders
3. Periodically – Parent Orientation – at Ordeals; New Member Orientation at Ordeals – suggest making jump start book mark with chapter meetings on other side.
4. When Invited – Be ready to explain why Unit Leaders should encourage their youth to be involved with OA
5. At Troop Meetings, In School – Always invite youth to attend – “Bring a Brother”. One on One invitations work best.

**Wrap Up Thought -****5 Minutes**

Whatever, Whenever, and to Whomever we communicate – we need to be ready to Sell the Sizzle of the Program. Be enthused, be exciting, use pictures, use stories, be quick.

Quick Example to a Unit Leader – “As a Scoutmaster, OA is the Hands-on Training for Leadership Development that has been the most impactful with my Scouts. It is an ongoing practical for any leadership skills we taught in Troop JLT.”

**Takeaway Challenge****5 minutes**

Please take out your notebook and pen. For the final three minutes, think about your chapter communications. What could you add to your communication tools to improve your communication to your youth, their parents, and your units? Who could help with setting this new method up? Set a date to contact that person(s) and a date to start communicating with your additional method. If time allows, write out a quick two sentence success story that Sells the Sizzle of OA so that are ready with an answer the next time someone asks “Why OA?”

During your break time later today, share these with others in your chapter or lodge.

## Appendix: Resources and Source Material

- 2012 Guide for Officers and Advisers, available online at <https://oa-bsa.org/uploads/publications/GOA-2012.pdf>
- Chapter Operations Guide <https://oa-bsa.org/uploads/publications/cog-2012.pdf>
- FaceBook <https://www.facebook.com/>
- Instagram <https://www.instagram.com/>
- Remind <https://www.remind.com/>
- Boy Scouts of America Guide to Safe Scouting <https://www.scouting.org/health-and-safety/gss/>
- Addendum to Syllabus
  - Sample Letter from Chapter to Units



Dulaney District Scoutmasters and Troop Committee Chairs;  
Greetings from the Dulaney Chapter of the Order of the Arrow. We are starting another year of service to our District and wish to keep you informed about the Order of Arrow. To do this we are providing this packet containing the following information:

- an overview of the Order of the Arrow,
- Dulaney Chapter Recognition Program,
- First year Arrowman Award,
- Nentico Camping Award,
- a 2018 OA calendar,
- OA Troop Representative job description,
- information concerning OA unit elections and election forms,
- details on the OA Unit of Excellence Award, and
- Order of the Arrow informational brochure.

It is our hope that after reviewing this information that you will actively encourage your OA representative to attend our chapter meetings and act as a liaison for your troop. We will do our best to introduce new topics and program ideas and methods to your youth that they can bring back to troop meetings and PLC.

Our ongoing goal is to increase interactions between the Troops in our District and our OA Chapter. Our Chapter meets monthly (except July & December) on the 4<sup>th</sup> Tuesday of the month. Our usual meeting location is Havenwood Presbyterian Church at the corner of Ridgley and Charmuth Roads in Timonium. Meetings start at 7:00 pm and last until approx 8:15 pm.

Thank you for the work you do now for the youth in your Troop. We hope that this year will bring new opportunities for our chapter to work with you in growing the leadership capabilities of Scouts and adding an additional element of fun to their Scouting career.

Most information concerning the Order of the Arrow can be found at our Lodge website – [www.Nentico.org](http://www.Nentico.org)

You can always reach our Leadership team with any questions or concerns via email at [dulaneyoa@gmail.com](mailto:dulaneyoa@gmail.com) . Please let us know how we can be of service to your Troop.

Yours in Cheerful Service,

Scout Name

Dulaney Chapter Chief 2018

Adviser Name

Dulaney Chapter Adviser 2018



## Order of The Arrow Overview

### The purpose of the OA is as follows:

- Recognize those 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.

### How do youth participate in OA?

- OA members in your unit should participate in all activities that they possibly can to receive the most benefit from the program. This includes attendance at local monthly Chapter meetings where they will learn new ways to bring scouting skills to the troop as well as events of the Lodge that happen throughout the year. Lodge events will give them opportunity to camp with other older scouts and participate in competitions, service, trainings, and overall fellowship. Additionally, some boys may take on the task of being ceremonialists or special committees which may require attendance at other Lodge business meetings. Certain youth will be elected to Chapter and Lodge Office annually to facilitate the business of the Lodge as it pertains to the Council.
- OA members can also be active members of the OA in your unit, as a Troop Representative. The Troop Rep position is a recognized leader position eligible for use toward rank advancement; HOWEVER, the job entails more than bearing the patch. Boys who are selected by the Senior Patrol Leader to be the Troop Rep are required to attend the monthly OA chapter meetings, and to report on OA happenings to the Troop. Additionally, the Troop Rep position should also promote the Order to other OA members in the unit, encouraging participation in OA programs and more.
- You should have the Troop Rep be accountable for their activity during their tenure in order to qualify for the leadership requirement.
- The Chapter will provide you attendance reports if desired by your unit.

### Which is the Priority? Troop or OA?

The OA is very clear about this issue, and has been for its 100 year history, the UNIT comes FIRST. If there is a scheduling conflict with OA and unit activities or meetings, the Unit activity or meeting takes precedence over any OA activity. Every youth member of the OA MUST be registered with a Scout Unit, they wear no official OA officer patches as their membership in BSA is



solely through the unit, and the only officer patch they are allowed to wear on their uniforms is the officer they are serving as in their unit.

Going forward, the Chapter will provide all of you an OA Calendar of events as early as possible so that you may consider it while planning your troop year.

### **Order of Arrow Representative**

If your unit does not have an OA Rep, please consider selection of a Scout for this leadership position. We hope to bring skills and leadership experience back to the units through the OA program. An active OA Representative can bring your troop new and exciting scouting ideas. A job description is included in this packet.

### **Unit Elections Guidance**

To run your Troop OA election, please contact us to schedule the election. **Elections are to be conducted by an OA Commissioner/ member from outside of the Troop.** This allows all Troop OA members to vote and follows the guidance from National Scouting concerning how to run elections. To schedule a Troop election, email our Chapter at [Dulaney@nenticio.org](mailto:Dulaney@nenticio.org) with several prospective dates and we will confirm a date OR, have your OA Representative contact OA officers and/or bring your schedule ideas to our OA meeting (typically each 4<sup>th</sup> Tuesday at Havenwood Presbyterian Church, 100 E Ridgley Rd in Timonium Check the OA calendar for exact dates.)

### **Youth Election**

To become a member, each Scout has to be elected by his Troop. A unit's election can only be conducted once per year and is documented on a current Order of the Arrow election form. To be eligible to be on the ballot a Scout must meet three requirements:

1. Be a First Class Scout
2. In the last 2 years, have camped at least 15 nights under the auspices of the BSA. Five of those nights must be in a row, in a long-term camp (summer camp, Philmont, etc), and the remaining 9 nights must not be a part of a long-term camp.
3. Have Scoutmaster approval

If a Scout meets these requirements, he may be considered for election by the fellow Scouts in his troop. He must receive 50% or more of the votes of his unit to be elected.

For an election to occur, 50% of the registered active youth must be present. If 50 percent is not present, an election cannot be held. Elections are generally conducted by a secret ballot. Each youth (the OA considers Youth to be under the age of 21, so a Scouter in the Troop under the age of 21 can still vote in the election, but Scouters over the age of 21 cannot vote) then votes. They can vote "Yes" for as many of the candidates as they choose. They can also choose to abstain from the voting. If they abstain they do not vote, and it does not hurt the candidate's chances as the candidate has to receive 50% of the votes turned in.

Once the ballots have been turned in, they are counted secretly by the Unit Election team. The Scoutmaster and the OA Commissioner then completes the necessary paperwork to turn in to the Chapter. In the event that no one is elected a second vote may be held immediately with the result



of this vote being final.

### Adult Nominations

Adults are nominated based on their potential to enhance the Order of the Arrow program within the Council. This nomination should not be based on merit, but on what they can offer the program and its purposes as outlined above.

The number of adults nominated can be no more than one for every three youth candidates elected in, rounded up where the number of youth candidates is not a multiple of three. In addition to the one-third limit, the unit committee may nominate the currently-serving unit leader (but not assistant leaders), as long as he or she has served as unit leader for at least the previous twelve months.

- Selection of the adult is based on the ability to perform the necessary functions to help the Order fulfill its purpose, and not for recognition of service, including current or prior achievement and positions.
- The individual will be an asset to the Order because of demonstrated abilities that fulfill the purpose of the Order.
- The camping requirements set forth for youth members are fulfilled.
- The adult leader's membership will provide a positive example for the growth and development of the youth members of the lodge.

Nominations for adults may be by a unit leader/committee, or by a district/council committee. **An Adult Candidate Nomination Form must be completed and submitted to the Chapter Election team at the time of the election or no later than 1 week after the election to the chapter at [dulaneyoa@gmail.com](mailto:dulaneyoa@gmail.com).** Please note that the approval process for adult nominees may require up to 2 weeks.

### Call-Out

Elected Scout call-out is usually conducted at the District Camporee but can also be conducted at summercamp. If you plan to have the call-out performed at an out of council summercamp you will need the Lodge Chief to provide approval to the summercamp. You can start this process by completing an online request at <http://www.nentico.org/>. The request for an out of council call-out should be sent in no later than 2 weeks before summercamp.

Note that while a callout is not required to attend the Ordeal, the District Camporee callout is where the information about Ordeals is provided to the candidate. If your candidates are not called out at the District Camporee, please obtain the Ordeal Candidate documents from [nentico.org](http://www.nentico.org) under resources. You may also contact the chapter to obtain the letter and schedule that you will need to provide to the candidates.

**Once elected, all candidates have a maximum of 1 year to complete their Ordeal.** Consider the date that your candidates will be made aware of their election when scheduling your OA elections. A candidate may attend any of the lodge Ordeals listed on our calendar.





### **First Year Arrowman Award (James A Mitchell Award)**

To help new members become active in the order, the First Year Arrowman award is available for youth members that complete the requirements listed on the award form. In 2017, five Dulaney Youth earned this award. Dulaney continues to lead the way in earning this award across our Lodge. This is a good way to help encourage new Ordeal members to become active. Completed forms should be sent to [dulaneyoa@gmail.com](mailto:dulaneyoa@gmail.com) or turned in at any chapter meeting. The form for this award is included later in this packet.

### **OA Unit of Excellence Award**

The **Order of the Arrow Unit of Excellence Award** was created in 2012 to recognize Units who have a high degree of participation in the OA program. There are 5 categories to the Award; and Troops who want to be recognized with this Award must complete requirements in all 5 -- Leadership, Planning, Conversion, Elections and Participation. There are recognition items available for the troop, OA representative, Assistant Scoutmaster for OA, and the Scoutmaster for Troops that earn this award. In 2017, three Dulaney Troops earned this award. Details on the award and the adult leadership position of OA Troop Representative Adviser/ Assistant Scoutmaster is included later in this packet.

### **Nentico Camping Award**

The Nentico Camping Award recognizes Troops that provide a year-round camping program to their youth while also having youth in OA and attending chapter meetings. A camping promotion visit by the OA is also required and can be done when you run your annual OA election. A completed application for this award must be turned in to the chapter no later than the last week in November.

### **Dulaney Chapter Recognition Program**

The Dulaney Chapter has established a program to recognize youth and adults that actively participate in the chapter through attendance and service on committees. Recognition items include a pocket patch and two types of chapter neckerchief. Details are included later in this packet.