



**Retention of New Members, Older Youth, and Adults: Keep them Coming Back for More!**

**Session Length: 45 Minutes**

Through this session, you will:

**Explain**

- Definition of Retention
- 2018 JTE Retention change
- Positive and Negative Impacts to Retention

**Demonstrate**

- Run through an example of JTE Retention

**Guide**

- Discussions with other participants for program and retention ideas

**Enable**

- When they all go back to their home lodges or sections, they will have the tools and knowledge to have a positive impact on Retention and will help Keep 'em Coming Back for More!

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

- State the definition of retention
- Describe how retention has changed for 2018 JTE
- Bring examples of positive impact on the lodge or section program elements

**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:

- “Keep ‘em Coming Back for More” relates directly to “Decide Your Destiny” because each Arrowman decides what kind of positive impact on the future of the OA with retention

This session will help the **\*\*Lodge/Chapter/Section\*\*** with the Journey to Excellence Requirement(s): Item Number 2 (Membership Retention)

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

- Flipcharts / Dry Erase Board
- Projector



- Computer to connect with projector or permission to connect my computer to the projector

## TRAINER PREPARATION

Replace this text with a comprehensive list of steps a trainer needs to take before presenting this session, e.g. if the session calls for trainers to develop particular examples from their own experience, if there are handouts to be duplicated or flipcharts to prepare ahead of time, PowerPoint presentations to update...

1. Have an understanding of the JTE requirements regarding membership and membership retention.
2. With the notes provided, practice the presentation alone, then in small groups. If the presenter can give it in front of a large group prior to NOAC, the presenter will be better prepared.

## Session Narrative

[The body of your session should be here. Be sure to use headings that break up the different topics or part of the session, and adjust the recommended time for each part after you've written it]

**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

**5 minutes**

Briefly, introduce yourself and have each Arrowman introduce them (name and lodge)

### What is Retention?

**5 minutes**

When we are talking about Membership Retention, it is the PERCENT of Youth Arrowmen who paid dues last year AND pay dues this year. Give the example below (it builds on the slide):



At the end of 2017, lodge youth membership is 1000  
In 2018, 725 youth pay their dues  
Retention: 72.5% (GOLD JTE) (Mention that this is Gold JTE)

**What is JTE (Journey to Excellence)**

**5 minutes**

A National program that emphasizes continuous improvement. Recognizes each level of the organization (unit, district, council), the OA's program creates Journey to Excellence recognition for chapters, lodges, and sections.

**Trainer Instructions:** Let everyone know that it changes each year to continuously challenge the lodges to improve themselves. Not every lodge is expected to attain Gold. If we all did, it was too easy.

There is an example of what the JTE worksheet looks like in the final build.

**What is Retention (continues)**

**5 minutes**

Talk about the difference between membership growth and membership retention portions of the JTE worksheet.

**Is Retention Important?**

**10 minutes**

Ask why retention is important. The answers should include:

**Trainer Instructions:** Write the answers on the dry erase board or the flip chart

- It lets you

- know if the youth like the things that your lodge does
- Retention shows that Arrowmen are connected to the OA
- It shows that the OA is connected to the Arrowmen
- If our old members don't want to join, why would new members want to join?

**Can we impact Retention?**

**5 minutes**

Ask what kind of impact that we can have on retention. Write down the answers, but then simplify them with:

Positive and Negative

**How can we have a positive impact on retention?**

**10 minutes**

Ask the question above. The answers should include:

**Trainer Instructions:** Write the answers on the dry erase board or the flip chart



- Ceremonies
- Program
- Elangomats / Nemats
- Service
- Fellowship
- Engagement
- Fun

For 5 minutes, have them meet with someone who they do not know to exchange ideas of how they would include each of these items in their weekend events.

### Takeaway Challenge

**3 minutes**

Write a letter to your Lodge Chief or Adviser (or to yourself if you are one of the above) to ask that three of the above items (be extremely specific) could be incorporated into your weekend events and describe how you would do it.

## Appendix: Resources and Source Material

- 2018 Order of the Arrow Journey to Excellence, available online at <https://oa-bsa.org/resources/ucl-support/journey-to-excellence>