

Effective Retention



Learning Objectives

By the end of this session, learners will be able to:

- Understand the importance of membership retention.
- Identify new ways to engage with members.
- Determine what methods work well with your lodge to engage members.



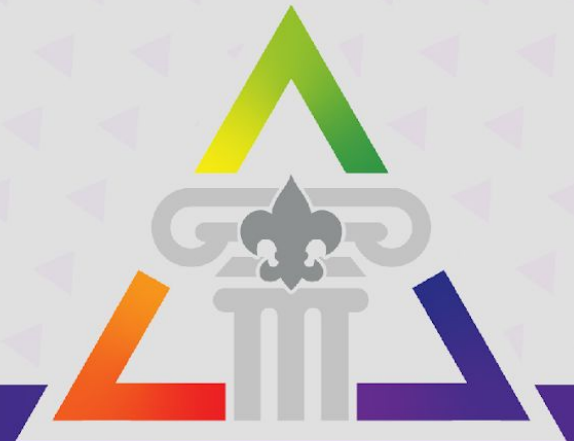
Introduction

Now before I define what membership retention is,
what do you think it means?



Membership Retention

- Membership retention is the lodge's ability to keep Arrowmen engaged and active.
- This can take many forms, from getting Scouts excited about the OA before their induction, getting new Arrowmen to their first events, or keeping Arrowmen involved and into leadership positions.
- The vision of the OA is to be why Scouts want to stay in Scouting, making membership retention critical for your lodge's success, and the success of the OA.



Knowing Your Audience

- There are several audiences lodge leaders need to work to retain. These audiences are each engaged with differently, but it's important to understand who they are and what their needs are. The different audiences are potential, new, current, and inactive Arrowmen.



Pontential Arrowmen

- If we want to retain members, we can't ignore the needs of Scouts who have been elected, but haven't attended their induction.
- These are Scouts whose first impression of the OA might be their election.
- What do we as lodge leaders need to do to make these Scouts feel like they belong in the OA and want to attend their induction?



New Arrowmen

- This is a **VITAL** group to engage with.
- The recently inducted youth and adult members of our program need a good impression of the OA to want to come back.
- Positively engaging with them is needed after they're inducted to keep them wanting to be involved.
- What are some ways we can positively engage with them?



Current Arrowmen

- Our current active members are the ones that have been inducted for years and still stay involved.
- While they're still involved after many years, new ideas and initiatives are needed to make them want to continue to come back.
- These are often Arrowmen who've found their role, but may have outside pressures such as leaving for college or other extra curricular activities that could keep them busy.
- What are some ways we can engage with our active members and keep them involved?



Inactive Arrowmen

- This is the largest group of our members in our organization.
- This group may or may not pay their dues and may not attend many events if any.
- This is also the most difficult group to engage with.
- While engagement is difficult, some targeted communications and efforts are needed to keep them involved in the lodge.
- What are some ways we can re-engage with these Arrowmen?



Retention Strategies



Retention Strategies

- With an understanding of the different audiences we can create a strategy for retaining these Arrowmen.
- This strategy could be as complicated as an event or initiative, or as simple as a plan for communicating with that audience.
- In small groups, brainstorm some ideas your lodge could implement to better retain one of these audiences.



Summary

As a reminder, the learning outcomes of this session were:

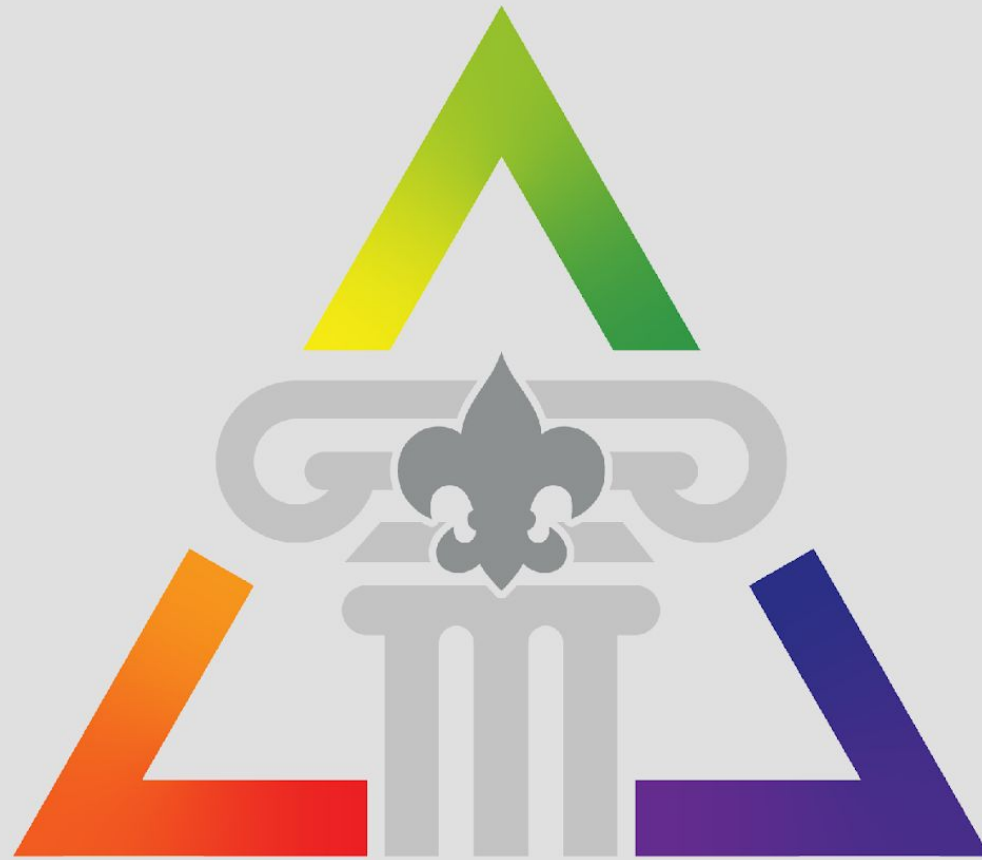
- Understand the importance of membership retention.
- Identify new ways to engage with members.
- Determine what methods work well with your lodge to engage members.

Thank you for your attention and participation. If you have any questions, please find me during a break, or my contact information is on the screen. This has been Effective Retention.





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Leadership
Seminar*



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