



BOY SCOUTS OF AMERICA®
ORDER OF THE ARROW

LA330-Issues: Brotherhood Conversion

On-line Training

Overview

- Brotherhood Membership
 - History
 - Conversion
 - Importance to Lodge
 - Importance to the Order
 - Tactics to Increase Brotherhood



SCOUTING'S NATIONAL HONOR SOCIETY

History of the Brotherhood

- 1915
 - Two Degrees
 - First Degree – Aspects of both Ordeal & Brotherhood
 - Second Degree – Vigil Honor
- 1920-1925
 - Formalized three Degrees, Ordeal, Brotherhood, Vigil
 - Sash wear
 - Ordeal wore over right shoulder
 - Brotherhood wore over left shoulder
- 1949-1950
 - All sash wear over right shoulder
 - Added bars to Arrow to signify Brotherhood



SCOUTING'S NATIONAL HONOR SOCIETY

Purpose of the Brotherhood

- Brotherhood Membership
 - Completion of Induction
 - More Involvement in the OA
 - Commitment of Service
 - Continue to serve unit
 - Practice what learned
 - No special privileges
 - More responsibilities to unit and lodge



SCOUTING'S NATIONAL HONOR SOCIETY

Importance to the Order

- Brotherhood goals:
 - Strengthen commitment to the Order.
 - To increase membership retention.
 - To increase service to council and community.



SCOUTING'S NATIONAL HONOR SOCIETY

Ordeal Member to Brotherhood

- Guide & encourage Ordeal Members to undertake the Brotherhood
 - Inspire and Inform
 - High quality Ceremonies and Inductions
 - [JumpStart](#)
 - Lodge Manual or Orientation
 - Extended Elangomat program
 - Brotherhood Workshop



SCOUTING'S NATIONAL HONOR SOCIETY

Methods to Increase Brotherhood Conversion

- Communication
 - Letters
 - Calls/Emails
 - Lodge Newsletter and Social Media
 - Direct outreach to Troops
- Remove Barriers: Accessible and Available
 - Travel
 - Local/Decentralized Brotherhood Conversions
 - Scheduling
 - Frequent
 - Minimize scheduling conflicts



SCOUTING'S NATIONAL HONOR SOCIETY

Brotherhood Conversion Incentives

- To the Brother
 - Discounted prices
 - 2 for 1 special
 - Special reception or council recognition
 - Recognize via media
 - Trading post credit
- Other Brothers (Chapters or Committees)
 - Tiered percentages
 - Special Recognition (ex. Honored Nimat)
 - Trading post credit
- Officers and Elangomats
 - Pays for the cost of an event
 - Trading post credit
 - Special patch or visible earned recognition (ex. Honored Elangomat)
 - Special recognition flap for guiding Scout from unit election to Brotherhood
- Troop Representatives, Adviser, and Unit
 - OA Unit of Excellence Award
 - Local Recognition
 - Trading post credit



SCOUTING'S NATIONAL HONOR SOCIETY

Methods to Increase Brotherhood Conversion

- Opportunity
 - Summer camp
 - Lodge Fellowships
 - District camporee
 - Council events
 - Chapter Meetings
- OA Troop Rep
 - Grassroots effort
 - Trained and Motivated youth leaders
 - Must engage unit leaders



SCOUTING'S NATIONAL HONOR SOCIETY

Summary

- The more members we engage and retain:
 - The more service we can provide,
 - The more assistance we can provide to the Council, Districts, and Units,
 - The more leadership opportunities we can provide,
 - The stronger the Lodge will become,
 - Increasing opportunities for the personal growth of our Arrowmen.



SCOUTING'S NATIONAL HONOR SOCIETY

Summary

The Order of the Arrow is a brotherhood, and we want to empower our brothers to seek the higher vision and seal their membership. The value and meaning of the Brotherhood goes beyond the individual, it resonates throughout the entire Order.

“For he who serves his fellows, is of all his fellows, greatest” – E. Urner Goodman



SCOUTING'S NATIONAL HONOR SOCIETY