

Session: Enhancing Lodge Outreach and Engagement



Duration: 50 minutes

Facilitator: Section Staff

Supplies:

- [Communication Action Plan Worksheets](#)

Learning Outcomes:

- Discuss the importance of communications within a lodge setting to engage members in any role.
- Understanding two-way communication.
- External promotions and how social media isn't always the answer.
- Create an action plan for lodge communications.

Introduction: 2 minutes

Welcome to Enhancing Lodge Outreach and Engagement. My name is TRAINER NAME. I am a member of LODGE NAME from CITY AND STATE. My current OA role is POSITION, and I am excited to be here with you today.

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By the end of this session, you should have learned:

1. The importance of communications within a lodge setting to engage members in any role.
2. Understand two-way communication.
3. Forms of external promotions and how social media isn't always the answer.
4. Created an action plan for lodge communications.

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Section 2: 5 minutes

We are going to cover a lot of information today, so if there is one thing you take away from this training, let it be this: Everything we do in the Order of the Arrow relies on effective communication. Let that sink in for a moment. Everything we do in the Order of the Arrow relies on effective communication.

We spend months planning amazing lodge events and dedicate time towards planning impactful chapter meetings and trainings. However, if we don't communicate these opportunities to our Arrowmen, how will they know about them?

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Now, what do we mean by "effective communication"? Effective communication is the purposeful, clear, and timely transmission of messages that are tailored to the audience.

What does this mean for us? It means being intentional about what we include in our email blasts and social media posts, as well as providing information early enough that our members can utilize it.

Would you rather receive information about a chapter meeting the day of the meeting or a week before? Would you rather receive the schedule for an event at check-in or would you rather have access to it a few weeks in advance?

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Trainer Tip: *Body Text*

Section 3: 5 minutes

Communication is the act of transferring information from one person, place, or group to another and requires a sender, a message, and a recipient. Pushing information out to our lodge membership is important. Equally important, is our ability to pull information in and engage in two way communication with our membership base.

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Two way communication is an active process where the recipient of the communication responds or provides feedback to the sender. This creates a dialogue where both parties feel valued. Why would two way communication be important in the OA? *(solicit answers from the audience)*

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Two way communication is crucial for the OA because it promotes engagement, creates trust and transparency, increases clarity, and strengthens relationships. All of these are vital to creating spaces where our Arrowmen feel welcomed and valued.

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Section 4: 10 minutes

When you think of event promotion, who is the target audience? (*solicit a few answers from the crowd*).

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Often, as a youth focused organization, we are focused on getting youth to attend our events, so we tend to focus on using social media such as Instagram or Facebook to reach out. However, nothing we do would be possible without the support of our parents/guardians and adult leaders.

Communication should have an element geared to these individuals and providing answers to their questions. What does this look like? It looks like meeting them where they are.

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This can include sending emails for events specifically geared towards parents, sending physical invitations to events such as postcards, sending semi-annual newsletters AND sending a digital copy, having handouts available at events for both individuals and units, and creating elevator pitches for active Arrowmen to use at unit meetings.

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(Ask the audience for examples of how their chapters and lodges promote events that they have found effective.)

In truth, there is no one communication method that will get through to everyone, but diversifying your communication methods will expand your reach and boost attendance numbers. If you are curious about which methods are working for your lodge, consider adding a question to event feedback forms that specifically asks how people heard about the event. This will give you a good starting point to evaluate what is working and what is an opportunity for growth.

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Section 5: 25 minutes

Now that we have a foundational understanding of the importance of using a variety of communication methods, we are going to split off by lodges and develop Communication Action Plans. During this time you should evaluate as a group what your lodge is currently doing well and where there are opportunities for growth. Then, pick an upcoming event you are hosting and develop a plan for how you are going to promote it. This plan should include a variety of methods to ensure you are reaching the largest possible audience. To assist you with this plan, there is a Communication Action Plan worksheet for you.

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(Allow the participants to find their lodges and work as a group to develop their action plan. IF a lodge has a large turnout, split them into two or more groups to make the activity more manageable. Ideally, groups should contain 5-8 Arrowmen.)

(Allow 10-15 Minutes for this activity. During this time, walk around and assist the groups with their plans and provide some guiding questions.)

(Examples of guiding questions:)

(Once time has elapsed, bring the group back together. Ask one or two lodges to share their Communication Action Plans. Make sure to thank the lodges that share.)

Closing: 2 minutes

As a reminder, the main points of this session were:

1. Discuss the importance of communications within a lodge setting to engage members in any role.
2. Understanding two way communication.
3. External promotions and how social media isn't always the answer.
4. Create an action plan for lodge communications.

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I hope you have enjoyed learning with me today, and 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 was Enhancing Lodge Outreach and Engagement. Thank you.