



Order of the Arrow 2025 – 2027 Business Plan

The 2025-2027 Order of the Arrow (OA) Business Plan orients the Order towards our mission of igniting limitless Scouting journeys through transformative fellowship. As Scouting's rebrand underscores the commitment to serve all of America's youth, so must the OA embrace a more welcoming and innovative posture to become "why Scouts want to stay in Scouting." In support of this vision, the following strategies will guide the national OA committee's work during the next several years.

(A) Position the Order of the Arrow as the retention driver for all older youth in Scouting America.

1. Broaden the reach of the OA's brand – with an emphasis on parents and prospective members – to increase the share of OA membership within Scouting America.
2. Increase alignment with Scouting's training and programs, making the OA's leadership development journey available to more youth and adult learners.
3. Support tighter integration of the OA's leadership, service, and adventure opportunities into the rank advancement and award programs for older youth in Scouting America.
4. Define a distinct and valuable role for OA regions and sections in the Scouting America organization.
5. Enhance relationships with all relevant Scouting America constituencies and Scouting America's High Adventure bases to provide service and establish the OA experience as a retention tool.

(B) Support our lodges with useful tools to serve and retain older youth in Scouting.

1. Focus lodges on activating new members by providing an inclusive community for OA members and by promoting excitement about the Order of the Arrow and its mission, vision, and purpose.
2. Enable lodges, lodge service areas, and chapters to deliver the OA's revised mission, vision and purpose in their operations and programs.
3. Bolster meaningful access to OA activities with tools to support virtual participation and overcome physical location limitations.
4. Equip lodges with the relevant methods needed to build digital relationships with their younger members.
5. Expand the rate of unit elections and ways for Scouting adults to join the OA to provide for a larger, more diverse pool of advisers.
6. Generate more user-friendly program materials that are accessible to all Scouts and families, including those with limited English proficiency.



(C) Create a member journey that attracts and retains as many young people within Scouting and the Order as possible.

1. Reimagine the induction sequence so it both celebrates new members at the outset of their experience and fosters belonging and personal growth through their involvement with the Order.
2. Create a new organizational thematic that provides an inspiring, respectful, and inviting vehicle to tell the OA's story.
3. Cultivate safety, belonging, environmental sustainability, and wellness in all programs and policies.
4. Evaluate the Order's standards for membership – and how it serves non-members – to enhance our ability to retain older youth in Scouting.

(D) Ensure a firm foundation is in place to achieve the Order's vision beyond the current business plan.

1. Re-establish the OA's financial independence and steward our own resources so we can support Scouting America's success.
2. Aggressively build the OA endowment toward a balance that supports investments in Scouting America and OA leadership development opportunities.
3. Chart a financially sustainable future for the OA's national programs and offerings.
4. Re-establish our brand significance as Scouting's National Honor Society.
5. Invest in cutting edge communications content and digital platforms that connect with the next generation of younger OA members.