

Enhancing Lodge Outreach and Engagement



Learning Objectives

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





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Effective Communication

What is Effective Communication?

Effective Communication is **PURPOSEFUL**, **CLEAR**, and **TIMELY** transmission of messages that are tailored to the audience.



What is Communication?

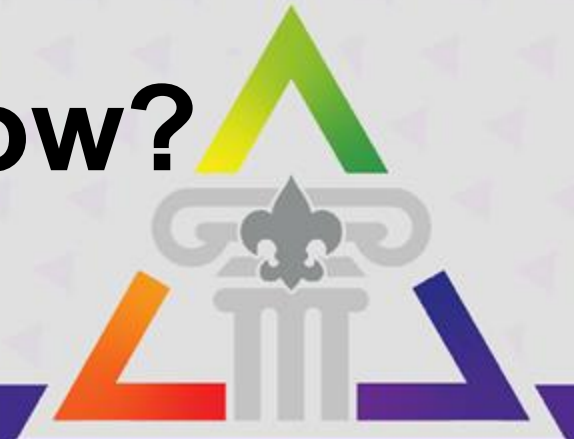
Communication is the act of transferring information from one person, place, or group to another and requires a sender, a message, and a recipient.



What is Two-Way Communication?

Two-Way Communication is an active process where the recipient of the communication responds or provides feedback to the sender.

Why is Two-Way Communication important to the Order of the Arrow?



Why Two-Way Communication?

- Promotes Engagement
- Creates Trust and Transparency
- Increases Clarity
- Strengthens Relationships





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Who is Your
Audience?

Who is Your Audience?

Youth

- Instagram
- TikTok
- Facebook
- Other Social Media
- Memes
- Stories

Adults/Parents

- Physical Invitations
 - Postcard/Newsletter
- Emails
- Handouts
- Elevator Pitches



**What promotion
methods have you
found effective?**





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Communication Action Plan

Communication Action Plan

Communication Action Plan Worksheet

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Consider:

- What strategies do we utilize right now?
 - Which have been most successful?
- What audiences are we currently reaching effectively? Why?
- What audiences are we not reaching effectively? Why?
- What barriers to communication do we face?
- What new opportunities could we pursue?

<u>Strengths</u>	<u>Weaknesses</u>

<u>Opportunities</u>	<u>Threats</u>

Intended Audience	Method of Communication

Event:
Event Goal:
Communication Goal:

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Work with your Lodge to fill out the Communication Action Plan.

Start with the SWOT analysis and then pick an upcoming event and decide which methods you will use to promote it.



Timer



Let's Share!



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How to Contact Me (Optional)

Email:
Phone:

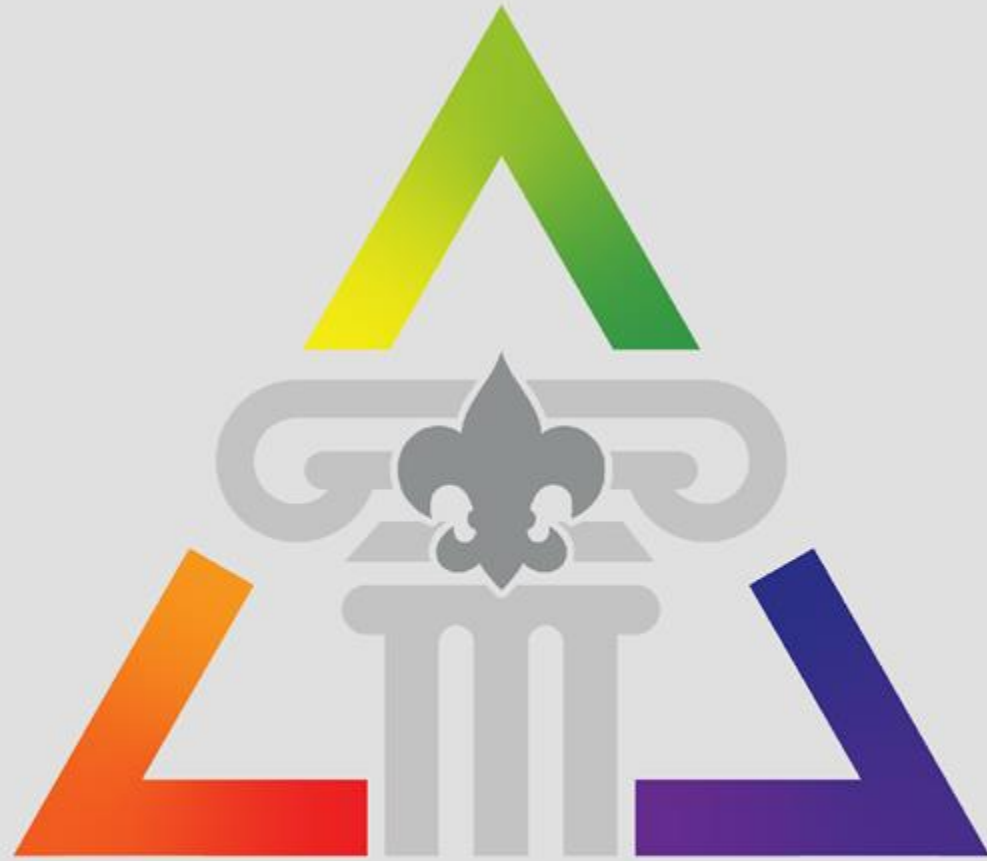


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