Session: Effective Retention

Duration: 45 minutes

Facilitator: *A current or former lodge leader. They should have experience with membership retention in their respective lodge.*

Supplies: *Screen, projector, flipchart, and pens/markers*

Learning Outcomes:

- 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: 3 minutes

Hello! My name is [Name] and I am a member of [LODGE]. I am currently the [POSITION] and I am excited to talk with you today about membership retention. But first, let's go over the learning outcomes for this session.

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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.

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Defining Membership Retention: 5 minutes

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

The facilitator should take a few definitions and ideas from the learners. Write these ideas down on the flipchart.

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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.

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Trainer Tip: *Alternatively, the facilitator can ask for volunteers to read out the learning outcomes, any key points, etc*

Knowing Your Audience: 15 minutes

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.

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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?

The facilitator should take ideas from the learners and write them down on the flipchart. Some suggested topics to help steer the conversation are: Avoiding cliques, learning their names, personally inviting Scouts to their induction, sending physical mail.

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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?

The facilitator should take ideas from the learners and write them down on the flipchart. Some suggested topics to help steer the conversation are: Avoiding cliques, learning their names, and inviting them to their chapter meeting.

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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?

The facilitator should take ideas from the learners and write them down on the flipchart. Some suggested topics to help steer the conversation are: Getting these Arrowmen into leadership, involving them in event planning, and finding a role that meets their interests.

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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?

*The facilitator should take ideas from the learners and write them down on the flipchart. Some suggested topics to help steer the conversation are: Calling and inviting these Arrowmen to events, a discounted event price, and **third idea**.*

Retention Strategies: 20 minutes

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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.

After about 10 minutes, the facilitator should bring the group back together. Spend about 10 minutes asking groups to share their ideas. Follow-up questions and general discussions are encouraged. These ideas should be written down on the flipchart as learners share them.

Wrap-Up: 2 minutes

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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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The facilitator should enter their contact information on this slide.