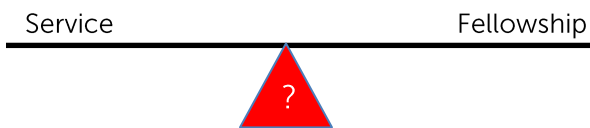




NEXT: A New Century

Why, How, and What We Serve

As an organization founded upon the idea of Cheerful Service endeavored to be unselfish in service and in the devotion to the welfare of others, we often put service at the end of our to-do list. Why? More importantly, why was service so important to the Order's founding members? It is no coincidence that service appears in so many places throughout OA literature. A motif in and of itself, service, when implemented properly, defines us as an organization. The key to any endeavor is to first understand why you are doing it. From here we ask, "how do you follow through with this idea of service?" Somewhere between service and fellowship lies a fulcrum which creates a balance.



Some of the most memorable (and quality) service projects are those when the participants genuinely are happy, excited, and joyful about what they are doing. Such a balance is possible. HOW?

Why we serve blends with how we serve in order to generate the final what. What are we actually doing? What are we doing to carry out the ideas of service? If service were an iceberg, WHAT would merely be the tip above the surface. The WHY and HOW provide the real structure to the iceberg but notice how these elements are unseen.





NEXT: A New Century

The basic service element, the project itself, is really the only service component ever recognized. Order of the Arrow membership is not a recognition; it is a call to serve. People live busy lives but it is no coincidence that we have an organization with more members today than ever before, stretching into 101 years of service. People embrace the Order not to join a group but to make a difference. Remember our bag of apples. "For he who serves his fellows, is of all his fellows, greatest."

As we live out our lives, it is important to remember our bag of apples: each apple represents an area in our lives which requires our time and money (work, family, school, etc.). As we

pull apples from a bag while listing off these areas it becomes quick to see that our time is limited. The last remaining apple in the bag is the time and money we give to serving others. But a Charizard just appeared at the fountain and I need to go catch it. CRUNCH! But my girlfriend wants to see Finding Dory. CRUNCH! Before long, all these "non-essential" things eat away at our service apple until all that's left is the core: dirty, gross, and otherwise unusable. Far too often, the time we give to serving others is the time we would otherwise throw away. However, if we live by the Obligation, Scout Oath, and Scout Law, the service apple would be the first apple out of the bag.



NEXT: A New Century

Communicating in a New Century

Adapt the way we communicate with our audience by varying our mediums used to reach more of your audience in the best way possible. Social media, although effective to reaching a younger audience, isn't the end-all-be-all of communication and other ways need to be utilized to grow

Explore promotional strategies not only from the highest level, but look to promote at every level possible, whether it be the lodge chief or an OA Troop Representative, they all have the capacity to reach people and spread their message to what would result in an increased reception of their message

Communications is a team effort, and the more people involved, the better your content can be as they can provide constructive criticism to ensure the best content represents your brand



NEXT: A New Century

Cultivating Leadership in the Future of the Order

It is important to create and maintain lodge cultures and traditions to better identify with lodge and feel kinship with those around you, creating a true brotherhood in every activity and program you develop. This is the same brotherhood that will lead to mentorships which foster leadership in the organization's youth, and more members that will answer the call to serve the organization.

The identity of an organization empowers its members to join in the vision and mission of our Order. As they see themselves as part of the program, the source for the OA's growth and renewal becomes the Arrowmen themselves. Our Arrowmen are the future of our Order, and to have them carry our traditions and make them their own (changing them to fit the times and culture of their chapter, lodge, or section is what will lead to continued growth, thoughtful purpose, and developed program to enhance the New Century.

Knowing how to use a lodge's Arrowmen. It's the key to building a good program. Having people you trust every step of the way.

Building the bench for future generations of Arrowmen to succeed will lead to better lodge program and a better Order of the Arrow.

Mentorship and sincere invitations, the basis of the relationships we want to build for our Arrowmen, are what can lead to the strengthening of our leadership. The leaders of the OA can, and will, be better prepared for their roles, as they continually learn from their predecessors who are truly invested in their success.



NEXT: A New Century

Onboarding Members and Non-Members into the Order

Onboarding is the concept of not simply inducting new members, but convincing them to become a part of the Order. It is a crucial step in the inductions process because it is the key to retaining members after their Ordeal. If parents and candidates are sold on our mission and purpose, they will be more likely to be active post-Ordeal.

Remember the 10 Induction Principles and how they can be used to shape your lodge's efforts to apply the concept of Onboarding.

Remember to take your Onboarding plan back to your lodge and have a conversation with your lodge leadership about incorporating it into the inductions process.

The New Member Orientation really is the last chance to sell the OA as an organization worthy of members' time and energy. It must convey our mission and purpose, and promote lodge program and service opportunities.

