

THE "HOW TO'S" OF OAOA PROMO

Objectives:

- To raise awareness of the Order of the Arrow Ocean Adventure Program at the Lodge and Section Level
- To assist past participants and Lodge/Section Leaders in effectively promoting the Order of the Arrow Ocean Adventure to friends and peers.



TRAINER PREPARATION

First and foremost, the best way to promote the Order of the Arrow Ocean Adventure is to first **PARTICIPATE IN THE PROGRAM YOURSELF**. The rest of this resource is irrelevant if you, as a leader in your lodge and section, cannot lead the way and participate in the program yourself.

If you are unable due to time constraints or age, it is recommended that presentation of this presentation be delegated to an individual who has either participated in the program, or is going to participate in it next summer. This resource is not intended to be a script, rather a list of talking points for a past participant or future participant recruiting friends to remember when talking about the program.

NARRATIVE

When speaking to new Arrowmen:

It is important that Arrowmen who are new to the program (i.e. Ordeal members hearing this information on Sunday of their Induction weekend), as well as Arrowmen who may be at their first real Lodge, Chapter or Section event, get a true idea of how fun and exciting it is to be a part of an Order of the Arrow Ocean Adventure. Here is a list of items you may consider driving home when talking about OA Ocean Adventure:

- **10 days of FUN in the Florida Sun:** This is the number 1 draw for OAOA. It is difficult to find youth Arrowmen that don't like sand and sun in the Florida Keys. Where else in the OA can an Arrowman join a crew of brothers in sailing a boat around the Florida Keys, after a week of meaningful service?
- **A Different Breed of Service:** Unlike OAWV and OATC, where service is measured in miles of trails built, OA Ocean Adventure Participants spend time in multiple habitats constructing paths, controlling invasive species, and giving service to local and government environmental protection agencies while helping to support Sea Base and the areas around Sea Base.
- **It's open to ALL ARROWMEN:** Participation in OA Ocean Adventure is open to all Ordeal, Brotherhood and Vigil Honor members that meet the program's age requirement. This is one of the "rights and privileges" that Allowat Sakima mentions in the Ordeal Ceremony. A trip to the Florida Keys for being an Arrowman!
- **REMEMBER:** Past participants of OA Voyage and Trail Crew get priority registration for OAOA to enable them to earn the OA High Adventure Triple Crown.

- **Signing Up is as Easy as 1-2-3:** Explain that signing up is as easy as filling out one form, and mailing it in with their top three choices for trip dates. Registering early always increases the chance of getting their #1 choice. Especially with OAOA, the high demand and low availability makes it all the more important to apply ASAP! Traveling is easy too. Find a friend in your Lodge, and you have someone to talk to on airplanes, wait for connections with and someone to help you promote the program to others when you get back!
- **Everyone loves the OA:** OA Ocean Adventure crews experience a different kind of trek, even for the Florida Sea Base. Only with this program do participants get to work with Sea Base staff, local wilderness agencies and non-profit groups, and other volunteers and Scouts around the Keys.
- **Do Not:** Say: "We are no longer offering SCUBA certification". Instead focus on what how the program has changed for the better: 5 days on a 40' yacht in the Florida Keys.
- **Other questions to field include:**
 - Price ... it's cheaper than any council or troop trip to Florida Sea Base; ONLY \$400!
 - Friends from all over ... While the capacity for OA Ocean Adventure is relatively small, your crew will be comprised of arrowmen from across the country or even from across the world.
 - A great way to get new ideas ... Specifically for Lodge leaders who are looking for new ways to strengthen their lodge. Use this trip as an opportunity to learn more about how lodges in other areas of the country operate.
 - Service is spotlighted annually in local media, providing the Scouts with great exposure and participants with a great souvenir of their experience.

When speaking to Lodge and Section Leaders:

- **Include everything above:** The benefits of the program are not just for new members ... but all youth members of the OA.
- **Enforce that it is "part of their job":** Particularly for Section leaders, it is in their job description to promote and actively participate in National and Regional programs. Make them aware of this ... constantly. Encourage them to take part in any regional or national incentive programs of the time, as they are set up to benefit them.
- **Spotlight past successes:** All of the past National Officers at one point in time participated in one of the OA High Adventure programs. If one of them is present at an event you are promoting at, use their prestige and influence to your advantage.
- **Sell, sell, sell!** It is up to you to work as hard as you can to ensure awareness of the OA Ocean Adventure (and the rest of the OAHA Programs) remains high within the leaders of the Lodge and Sections you may come in contact with. Lodge and Section leaders interact with other people. If you can get them involved and excited, they will do recruiting for you!

When speaking to Advisers and Parents

- **They are a different audience:** From time to time, you may come in contact with a Lodge Adviser or parent with information about the program that will be different from that of a youth. Adults primarily are concerned with things such as safety, contact information, price, etc. Refer

them to the Order of the Arrow High Adventure Site (<http://adventure.oa-bsa.org>) where they may download the "Parent Pak", which should answer most of their questions.

- **Selling Points for Parents:**

- Price
- Growth Opportunity for their son
- Compare money on food for two weeks versus registration and air fare for the program.
- The unique opportunity to participate in a safe, meaningful, service-oriented program away from home. Their son will return a stronger man, share your experience with this or parent testimonies if available.

RESOURCES TO HELP

There are various resources available to help you with your promotion of OA Ocean Adventure at the Lodge and Section level. They include, but are not limited to:

- Movies that can be downloaded at the OAHA website
- Flyers to post around an event in locations like bathroom stalls, cabins, dining areas, etc.
- Table tents to be posted around training areas, dining areas and wherever Arrowmen sit at a table.
- Newsletter articles on the OAHA website to copy and paste into the Conclave or Fellowship newsletter, along with pictures to supplement the article.
- Past participants in other crews to share stories with in a public place helps as well. Find out who else in your lodge or section has participated in OA Ocean Adventure, and enlist their help in your efforts.

FINAL THOUGHTS

Remember:

Flyers, movies and newsletter articles are great to create awareness of the program, but in order to effectively promote the program and get people excited about the possibility of participating in the program, the story must come from YOU.

Your individual experiences and stories are what will make an Arrowmen interested in participating in OA Ocean Adventure. Use all of the resources at your disposal to assist yourself, but remember that it is the 'story' that will get an Arrowmen to get the experience you got by participating in OA Ocean Adventure.