

THE “HOW TO’S” OF OATC PROMO

Objectives:

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



TRAINER PREPARATION

First and foremost, the best way to promote the Order of the Arrow Trail Crew 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 just going 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 Trail Crew. Here are a list of items you may consider driving home when talking about OA Trail Crew:

- **2-weeks at Philmont Scout Ranch:** This point in and of itself should be very exciting to many Arrowmen. There are many Scouts that get blocked from going to Philmont due to sizes of their council contingent and waiting lists at the ranch.
- **Design Your Own Trek:** Most crews that go to Philmont have to choose a pre-set itinerary, and stick to it. A Philmont OA Trail Crew gets the luxury of designing their own trip, experiencing as much of Philmont as they can fit into their trip!
- **It's open to ALL ARROWMEN:** You don't have to already have your Brotherhood or be a Vigil Honor members of the OA to participate in Trail Crew. This is one of the “rights and privileges” that Allowat Sakima mentions in the Ordeal Ceremony. A trip to Philmont for being an Arrowman!
- **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 the #1 choice. 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 Trail crews get special treatment at the staffed camps in the Philmont backcountry. The Staff of Philmont know what we do, and understand how great the service we do is. There are always surprises awaiting Arrowmen at staff camps during their trek.
- **Other questions to field include:**
 - Price ... it's cheaper than any council or troop trip to Philmont. ONLY \$200.
 - Friends from all over ... With over 180 participants, OA Trail Crew are "the thing to do in the OA".
 - A great way to get new ideas ... Specifically for Lodge leaders who are looking for new ways to strengthen their lodge.
 - Service rendered will benefit Scouts for hundreds of years, as NEW TRAIL is being built in the Philmont backcountry.

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 Trail Crew (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.aa-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.

RESOURCES TO HELP

There are various resources available to help you with your promotion of OA Trail Crew 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 the 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 Trail Crew, 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 Trail Crew. 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 Trail Crew.